MAD

Our Price 25c CHEAP

No. 51 Dec. '59

One kind of husband . . . two kinds of underwear

Why do you suppose so much Hames underwear for all kinds of husbands is bought by their wives? Because women have an uncanny knack of picking out designs men wouldn't be caught dead in, no less buy themselves! That's why we run these ads which encourage wives to buy their husbands' underwear for them. Mainly, we're trying to get rid of all these shorts with ridiculous designs we're stuck with!

HAMES

Hames Knitting Co. Wemus-Sellum, N.C. • European: Macht Schnell Undzell, Dershtripeses, Germany • Russian: Pusha Pohka, Dotz, U.S.S.R.

underwear for men and boys

NUMBER 51 DECEMBER 1959

MAD

"A fellow will go out with a girl if she's really different from other girls . . . the difference being she'll go out with him!"
Alfred E. Neuman

PUBLISHER: William M. Gaines **EDITOR:** Albert B. Feldstein
ART DIRECTOR: John Putnam **IDEAS:** Jerry De Fuccio
PRODUCTION: Leonard Brenner **LAW SUITS:** Martin Scheiman, Esq.
SUBSCRIPTIONS: Gloria Orlando, Celia Morelli
CONTRIBUTING ARTISTS AND WRITERS:
The Usual Gang of Idiots

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MAD – December 1959, Volume 1, Number 51, is published monthly except February, May, August and November, by E.C. Publications, Inc., at 225 Lafayette Street, New York 12, New York. Second Class Postage paid at New York, N. Y. Subscriptions, 9 issues for $2.00 in the U.S. Elsewhere, $2.50. Entire contents copyright 1959 by E.C. Publications, Inc. The Publisher and Editors will not be responsible for unsolicited manuscripts and request all manuscripts be accompanied by a stamped, self-addressed return envelope. The names of characters used in all **MAD** fiction and semi-fiction are fictitious. A similarity without satiric purpose to a living person is a coincidence. Printed in U.S.A.

VITAL FEATURES

ADVERTISING SLOGANS . . . 3

Little by little, Madison Avenue's ad slogans will creep into our everyday conversation till we talk in 1 and 2-minute phrases.

THE PRICE IS ALL RIGHT . . . 9

MAD'S version of the TV show that teaches viewers retail prices, will teach readers another lesson — to avoid it at any cost!

TREASURY OF UNKNOWN POETRY . . 16

MAD courageously prints works by unknown poets to give them recognition so other publications won't make this stupid mistake.

TESTING CIVILIANS FOR SPACE 19

Printing the results of tests to see if civilians can withstand the rigors of space flight ends up making monkeys out of us!

ADULT EDUCATION . . . 28

Here's a list of practical evening courses for those adults who want to escape their children and perhaps recapture their childhood.

HIDE-A-BED . . . 32

Here's a folding product that brings folding money by the ton to an industry that's flourishing while in a state of collapse!

GRANDSTAND FOOTBALL . . . 40

The best action at a football game is not down on the field with those 22 idiots, but in the stands with those 22,000 idiots!

TEENAGER MAGAZINE . . . 43

Today's teenagers have a choice of magazines. They can choose **MAD**, or those teen-type magazines which are really much funnier!

DO YOUR CHRISTMAS SHOPPING EARLY

(AND GIVE YOUR FRIENDS A CHANCE TO GET EVEN)

AT THE MAD Christmas Gift Mart

A GIFT SUBSCRIPTION TO MAD

MEANS ENJOYMENT FOR A FULL YEAR

(while you watch the people you gave it to suffer!)

AND WE'LL SEND YOUR VICTIM A CHEERY ANNOUNCEMENT TELLING WHOM TO BLAME!

MAD SUBSCRIPTIONS 225 Lafayette Street New York 12, N. Y.

I know it's better to give than to receive, especially when it's your crummy magazine, so send a 9-issue MAD Gift-Subscription to:

NAME _____

ADDRESS _____

CITY _____

STATE _____ ZONE _____

and send a cheery announcement blaming

_____

(For more than one Gift Subscription, duplicate the above coupon. Or better still, go out and buy more copies of the magazine! (no fools, we!)

DECK YOUR FRIENDS IN CLOTHES OF FOLLY!

MAD T-SHIRTS and **MAD STRAIGHT JACKETS**

The **MAD STRAIGHT JACKET** looks exactly like the real thing when you shove your arms in them roomy criss-cross pockets. Comes with a genuine padlock. Doubles as a handsome autograph or lounging jacket. . . . The **MAD T-SHIRT** doubles as a handsome dusting rag

MAD STRAIGHT JACKETS & MAD T-SHIRTS
225 Lafayette Street, New York 12, New York

I want to deck my friends in clothes of folly until they come upon me on a midnight clear! Please fill the following order, and send me:

NO. OF JACKETS _____ SIZE(S) _____ (S) small (M) medium (L) large

AMOUNT ENCLOSED AT $4.95 each _____

NO. OF SHIRTS _____ SIZE(S) _____ CHECK CHART BELOW

AMOUNT ENCLOSED AT $1.25 each _____

BOYS & GIRLS					
CHEST MEAS.	SIZE	CHEST MEAS.	SIZE	CHEST MEAS.	SIZE
24"– 27"	BS	27"–31"	BM	31"–34"	BL

MEN & WOMEN					
CHEST MEAS.	SIZE	CHEST MEAS.	SIZE	CHEST MEAS.	SIZE
34"–37"	MS	37"–41"	MM	41"–44"	ML

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

TWO DELIGHTFUL COLLECTOR'S ITEMS

(FOR YOUR TWO DELIGHTFUL GARBAGE COLLECTORS!)

MAD FOR KEEPS!

These hard-bound de-luxe anthologies contain the best material (each different) from past issues of **MAD** Magazine. You get 123 pages of riotous material following the forward by Ernie Kovacs in **MAD FOR KEEPS!** You get 133 pages of hilarious satire following the forward by Steve Allen in **MAD FOREVER!** We got 250 hysterical law suits following the publication of these two anthologies! So get 'em quick . . . before we go out of business!

MAD FOREVER!

MAD ANTHOLOGY DEPARTMENT
225 Lafayette Street
New York City 12, N. Y.

I want to get your anthologies before you go out of business, and give them as Christmas gifts to my best friends so they'll get the business! Rush me:

INDICATE NUMBER OF COPIES OF EACH ☐ **MAD FOR KEEPS** ☐ **MAD FOREVER**

I enclose $2.95 for each copy ordered.

NAME _____

ADDRESS _____

CITY _____

STATE _____ ZONE _____

AND FOR A GREAT WRAP-UP

. . . paste a full-color picture of Alfred E. Neuman on your gift packages, and they won't even be opened after Christmas!

Send 25¢ for each to:
Dept. What—Color?
c/o MAD,
225 Lafayette St.,
N.Y.C. 12

HELP MAKE THIS CHRISTMAS A MEMORABLE ONE

(MAINLY FOR US!)

LETTERS DEPT.

COOL COVER

Since it's so hot here in beautiful Southern California, I took your advice on how to cool off, and sat on the cover of your latest issue (MAD #49). Very funny! The ice melted, and now I'm wearing a bandage! What idiot left that ice pick there?

Julie Carroll
La Verne, Calif.

Really A Booby Trap

Why don't you admit it? The cover of your September issue is really a booby trap. When the poor, dumb average MAD reader sits on it to cool off as you suggest, he gets stabbed with that ice pick. It may interest you to know that we're not *all* stupid!

George Ainslie, Jr.
Binghampton, N. Y.

Just the readers who think they can get stabbed with a picture of an icepick!—Ed.

I tried using the ice on your cover to cool a highball, but all it did was get soggy and fall apart. Who were you trying to kid?

Josh Zerlin
South Euclid, Ohio

Who are you trying to kid? How can a highball get soggy and fall apart?—Ed.

Liked the "cool" cover on issue #49. And I knew without looking who painted it. Naturally, it was Frank Kelly Freeze!

Robert Canning
Brooklyn, N. Y.

MEETING OF MINDS

Although I am an English teacher, and almost a Ph.D., I still read your zany magazine. As a result, I was "picked up" by a fascinating male not too long ago. There I was at Newark Airport perusing a copy of MAD, when this delightful male strolled over and asked where I'd found the issue. I directed him to the airport newsstand, but he chose to sit next to me and get better acquainted. For some time, we discussed our mutual love for MAD. There was only one problem. This adorable male was only eleven years old! And I happen to be thirty-two! *Pleenz* tell me how I can meet older men by reading MAD at airports.

Jane E. High
Paris, Texas

Put it inside a copy of Playboy!—Ed.

AMERICA'S DREAM CAR

In your article on "America's Dream Car," you state that one of the drawbacks of the "typical American car" is that it does not provide for ease when entering and leaving it. I may be wrong, but it's possible that *doors* would help!

Don Gerson
Dayton, Ohio

Doors Would Help

I've been thinking about buying a car, but if the new ones are coming out with no doors, I think I'll stick to my bike!

Stanley Stone
Brookline, Mass.

HORROR PRIMER

In "Lesson 2" of "The MAD Horror Primer," you state that the monster is sick, sick, sick. That's because the bolts in his head should have been in his neck!

Barry Signoretti
Ridgefield, N. J.

Bolts In His Head

Somebody goofed! Any clod knows that a monster's bolts are in his neck, and not in his head!

Ken Rose
Torrance, Calif.

We checked this with Wally Wood, who did the art work, and discovered that, although some monsters have bolts in their neck, Wally's got bolts in his head!—Ed.

ADMISSION OF GUILT

Occasionally, I drag myself away from your magazine to glance at a newspaper. The other day, I discovered this article in the "N. Y. World Telegram & Sun"...

The Madding Crowd

You know the magazine closest to the hearts of the nation's future dads and moms? It's MAD. Teen-Age Survey, Inc., announcing the results of a recent study of the magazine reading habits of the younger set, said 43 percent of high school kids listed MAD as their favorite. What's more, 58 percent of college students said they preferred MAD to all others.

... and here I always thought I was one of the lonely 1% who had the guts to admit it.

Ray Soudant
Hayworth, N. J.

MAD FOR POSTERITY

While erecting the Stoddard Building in Lansing, my father asked me for a suggestion as to what he should put into the cornerstone. So now, a copy of MAD Magazine is sealed there. I thought the people 100 years from now might like to see what the people of 1959 read.

Charles Stoddard
East Lansing, Mich.

THE LAUGH'S ON US

One day, I bought a copy of MAD to school, and was looking through it when my teacher suddenly appeared from out of nowhere, and grabbed it. He was going to throw it out of the window when he began to read it. After a while, he began to laugh. He laughed and laughed. THEN, he threw it out of the window!

Steve Schlessinger
New York City

MEET THE STAFF RECORD

After buying your second edition of "The Worst From MAD," I went over to my girlfriend's house to play the record enclosed. We were hysterical with laughter. I can honestly say it was one of the funniest records I have ever heard!

Judy Arnold
Brooklyn, N. Y.

Concerning your record, "Meet The Staff of MAD," just what *is* Albert B. Feldstein's job???

Sullivan and Stone
Bethany, Okla.

That's right! Them idiots kept laughing, so I never did get a chance to tell what my job is! Well, actually, as editor, it's my job to etaoin shrdlu cmfwyp vbgkqj xzz?!

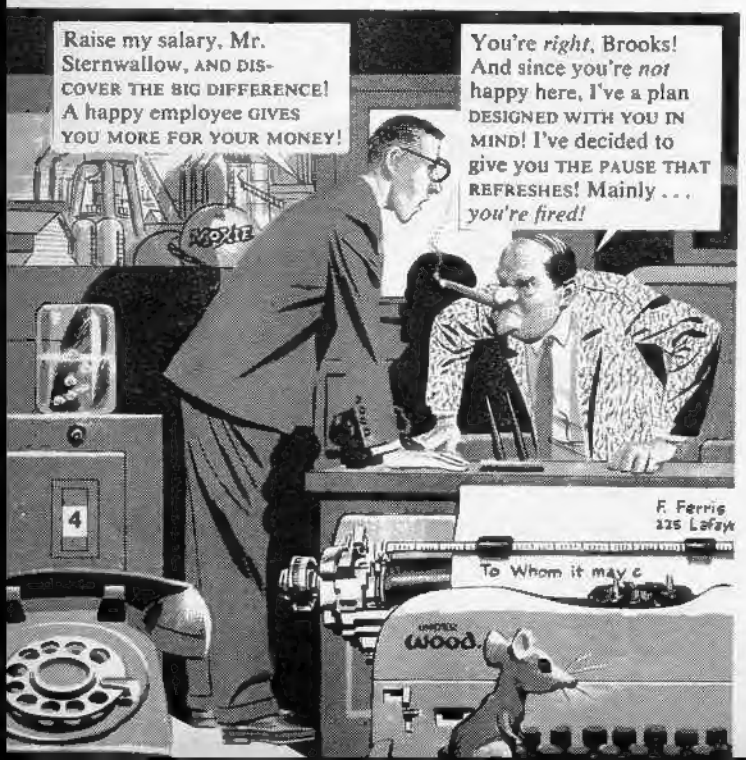
Please address all correspondence to: MAD, Room 706, Dept. 51, 225 Lafayette Street New York 12, New York

Advertising slogans are words put together by the Madison Avenue boys in ways calculated to make you remember them. Every year, these slogans play a bigger and bigger part in our lives. We read them in newspapers and

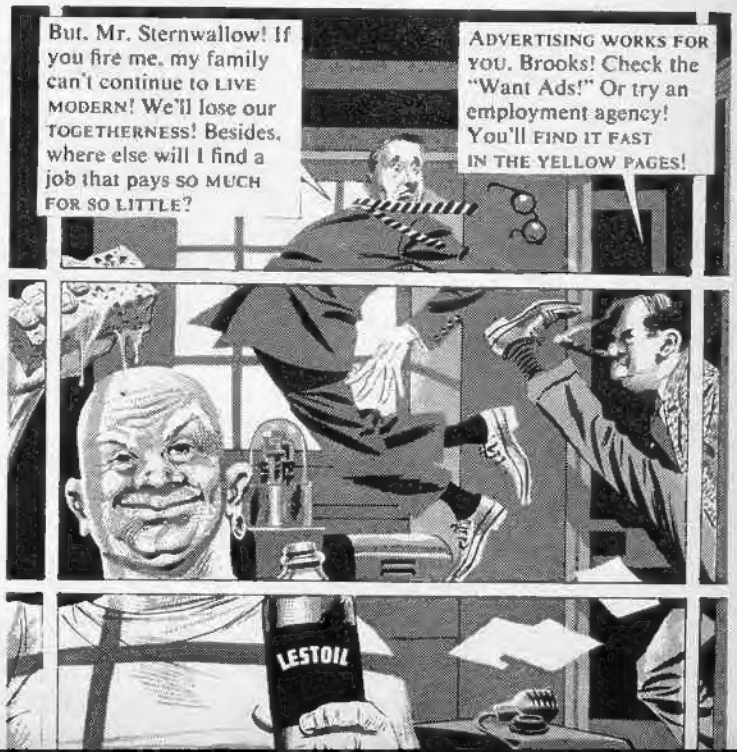
ADVERTISING WILL REPLACE

ART—WALLACE WOOD
STORY—FRANK JACOBS

In The Office



"PERSONALITY"—John Kennedy

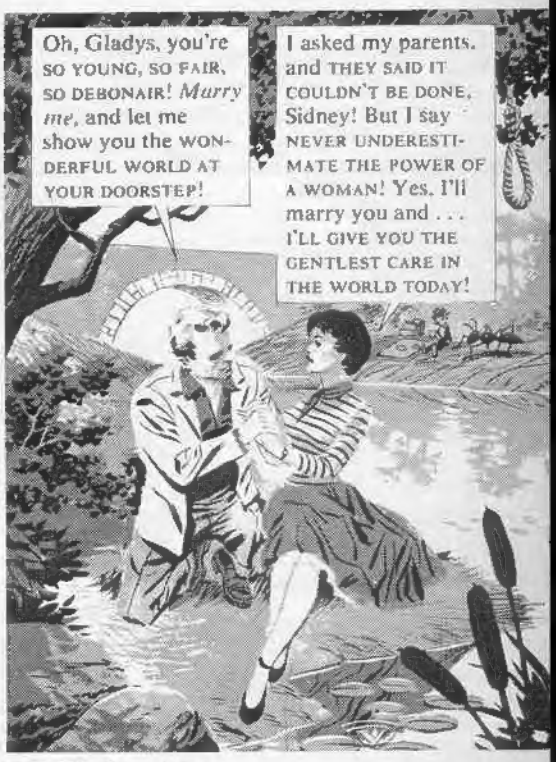


magazines. We hear them on radio and TV. In fact, they're even beginning to find their way into our language. F'rinstance: *"She's got B.O.!"*, or *"He's got Moxie!"* or *"What—Me Worry?"* The way things are going, we predict

SLOGANS

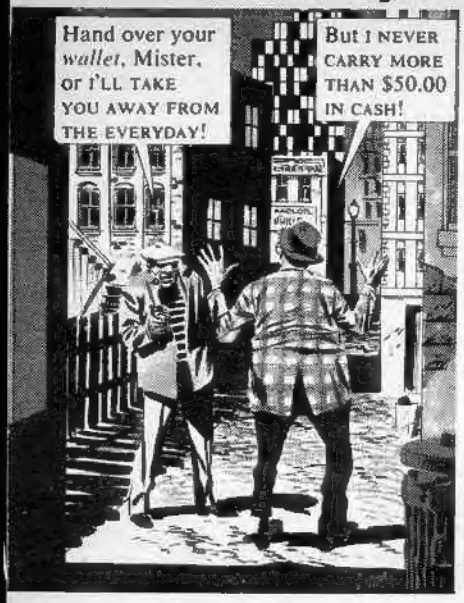
EVERYDAY CONVERSATION

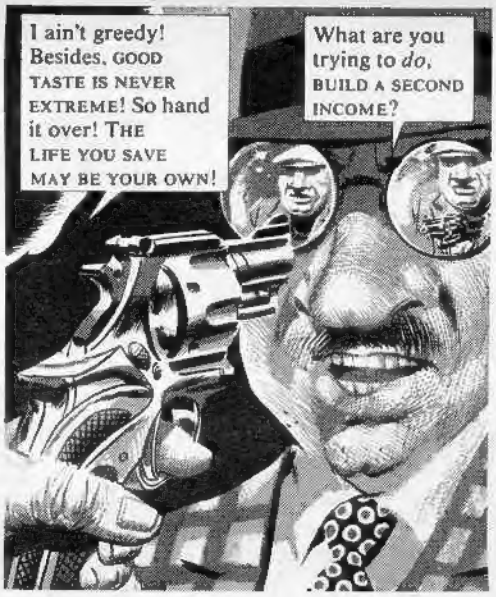
In The Park



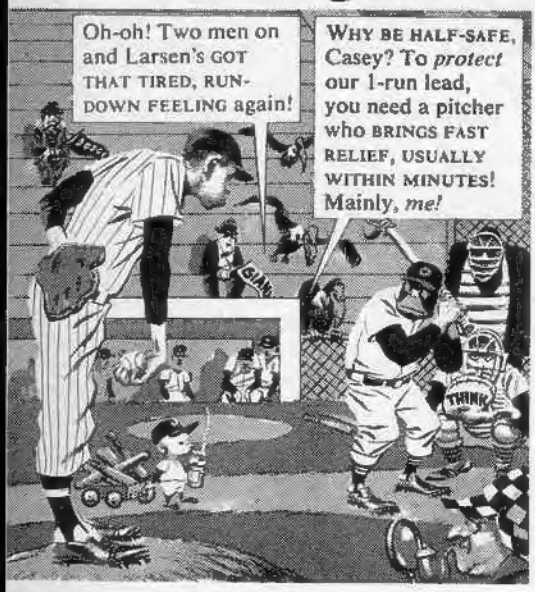
**WHAT IS THIS THING CALLED LOVE—Zsa Zsa Gabor

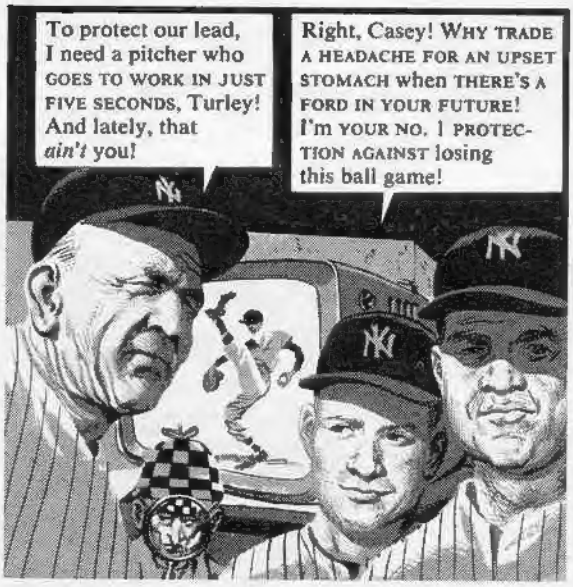
In An Alley

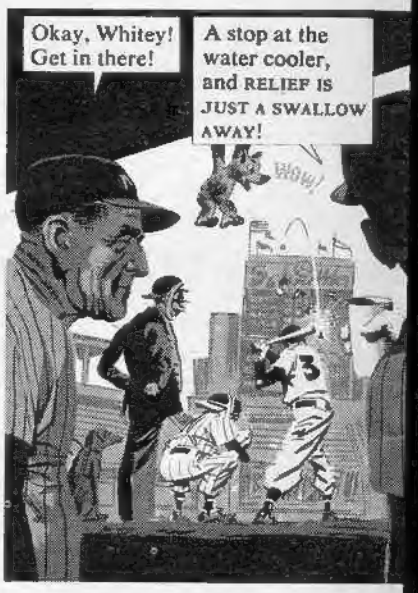




In A Dugout

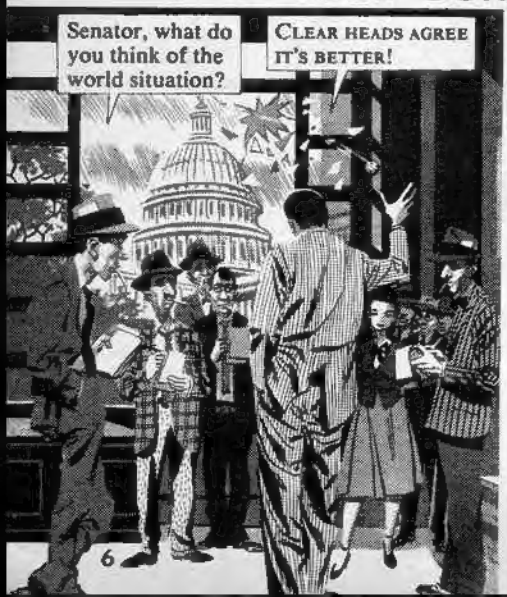


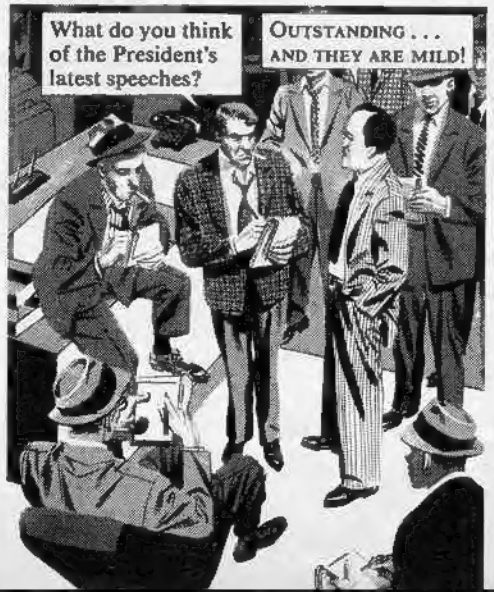




"THERE'LL BE SOME CHANGES MADE—George Weiss

At A Press Conference



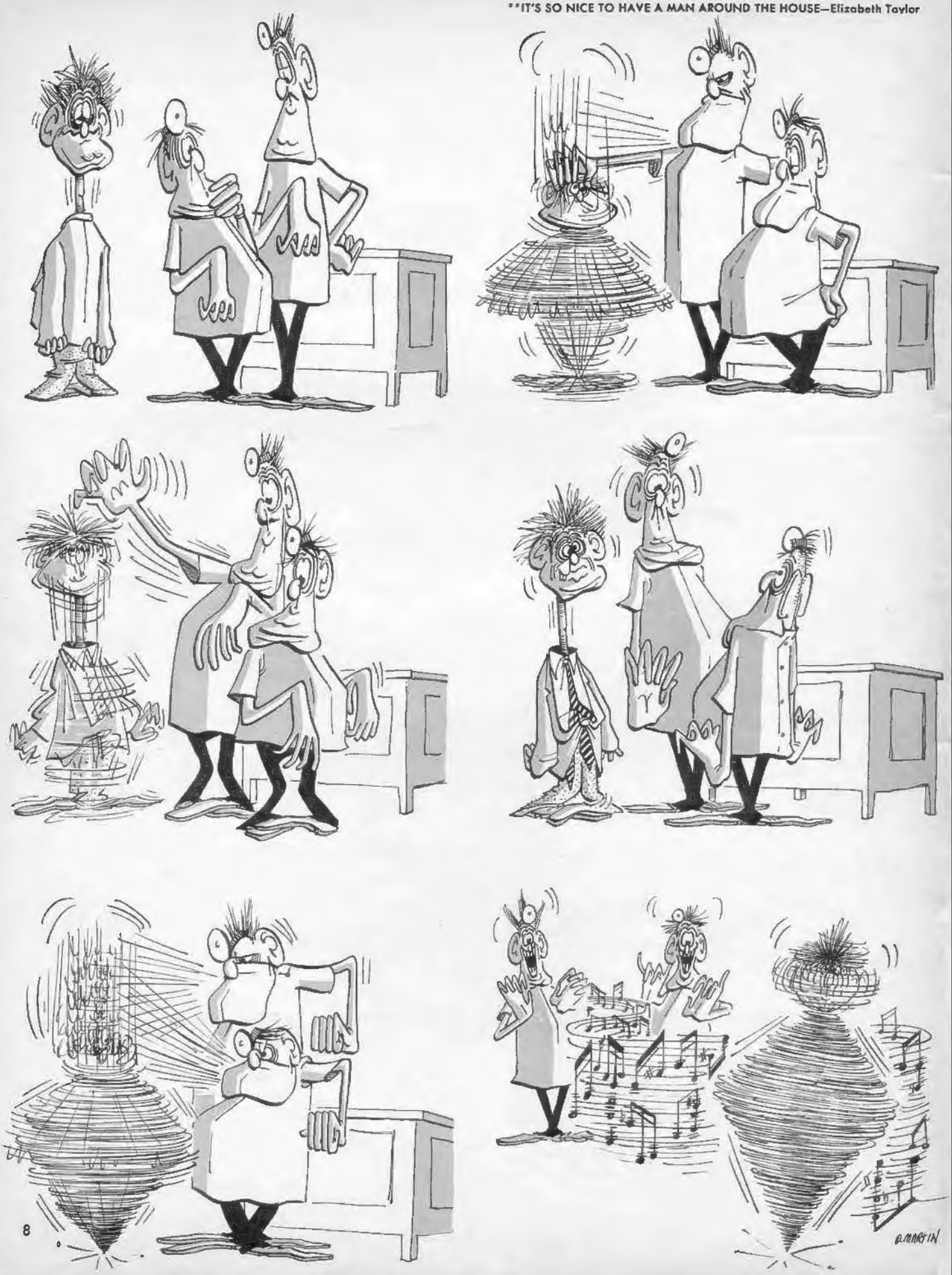


And now, MAD's maddest artist, Don Martin, tells us about the time he woke up to find himself . . .

THE MAN WITH THE SPRUNG NECK

**SMOKE GETS IN YOUR EYES—Edward R. Murrow

**"IT'S SO NICE TO HAVE A MAN AROUND THE HOUSE—Elizabeth Taylor



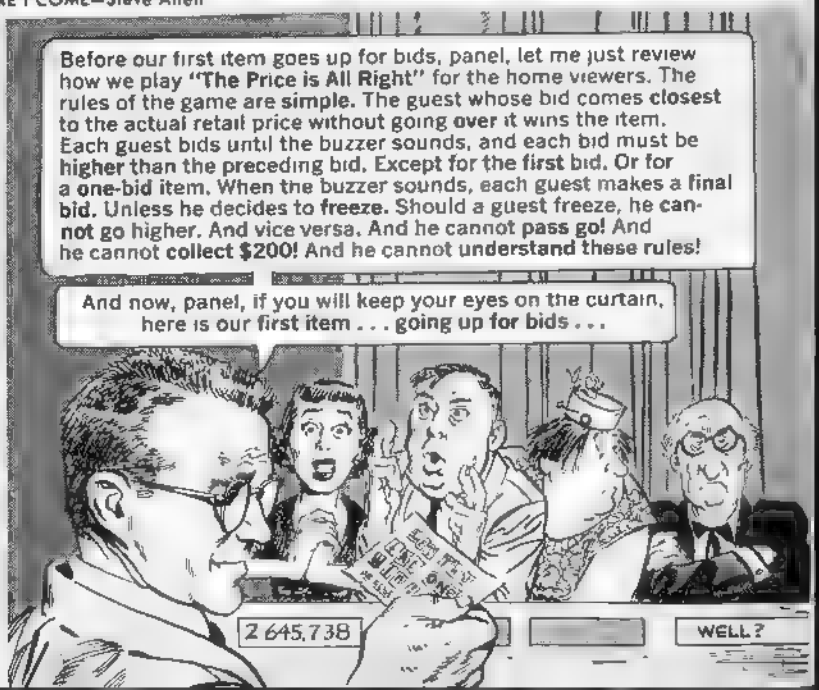
LIGHTS, CAMERA, AUCTION DEPT.

There's a show on TV where four wildly excited guests, egged on by a wildly excited audience, bid against each other for fabulous prizes. While the rules of this game are too complicated for idiots like us to understand, the general idea is that the guest who bids closest to the actual retail price of the gift, without going over it, gets to keep it. The most wonderful part of this game, aside from the fabulous items and free plugs involved, is the way the panel and the audience sustain their fever-pitch of excitement throughout the show. Which is why we feel that it's only a matter of time before a big catastrophe occurs. Mainly, on . . .

THE NIGHT THE PRICE IS ALL RIGHT HAS AN UNEXCITED GUEST

ART—MORT DRUCKER STORY—LARRY SIEGEL

**CALIFORNIA, HERE I COME—Steve Allen



The Queen Mary . . . complete with life rafts, a crew of 236, and 300 bottles of dramamine. Before you start bidding here are the plugs: The Queen Mary was carted here by the Minero Hauling Company, by men wearing Thom McAn Shoes and Lee Overalls. On the way, they stopped at Howard Johnson's for Cokes. While coming into the studio, the doors were held open by The Apex Door-Holding Company. Price authority: Prime Minister MacMillan. And now . . let's start the bidding with Mrs. Kravitch .

Oooh! I've always wanted to own the Queen Mary . . . ever since I was a little girl! I'll say . . . $3,000!

$70,000 . . .

$235,000 . . .

Oooh! My wife will die if I don't come home with this! I'll say $5,000 . . .

$90,000 . . .

$3,000,000 . .

Oooh! This has to be mine, Bill! My husband is taking us to Brooklyn from our home in the Bronx next month, and we'd love to cruise! I'll say . $50,000 . . .

$150,000 . . .

$650,000 .

Higher!

Freeze!

Fire!

$1,934,629.17!

QUEEN

HMS

704-82

All right, panel! The bidding is over . we open the envelope and we see that the exact price is $1,934 629 17! The winner is MR. SFORTZ!

You have no heart! You knew we were sailing to Brooklyn next month!

Well, Mr Sfortz, here are the owner ship papers to the Queen Mary! She's all yours! You'll find the ignition key under the doormat on the dock. How do you feel? I ll bet th s is the happiest moment of your life!

Aaah! I don't want it! Nothing but headaches and taxes! All I like in this game is the BIDDING!

We're in trouble! He doesn't want the ship! And what's even worse he's not the least bit excited!

He doesn't want it!?

Kill him!

He's crazy!

He's a spoil-sport!

All right, panel! If you'll look at the turntable, here is our next item . . . going up for bids . . .

The entire State of Alaska . . . complete with people, fish, snow, ice and all the money in the treasury! The people, fish and money were flown here by Pan American Airways. The ice and snow were brought down by the Juneau Department of Sanitation, who smoked Viceroys during the entire trip, and aren't really Sanitation Men, but Account Executives for BBD&O. Price authority: former Secretary of State William H. Seward. Panel, this is a one-bid item! We'll start off with Mrs. Kravitch . . .

Mine! MINE! I bid $5,000,000!

Oooh! We need this for our backyard, Bill! Oooh! I bid $17,000,000 . . .

I must have it! It'll go beautifully with Texas . . . which my husband won on this show two weeks ago! I bid $22,000,000 .

$6,238,542,130.19!

Freeze!

Freeze!

We'll freeze!

Get rid of that ice and snow!

ICE CUBE SERVICE

Sfortz

**LOUISIANA HAYRIDE—Gov. Earl Long

All right, panel. The bidding is over. We open the envelope and . . . the Best Supporting Actress in a Non-Musical Western is . . . oops! Wrong envelope!

We now open the right envelope and let's see . . . the price is: $6,238,542,130.19! The winner once again is Mr. Sfortz!

What did you do with that gun? I need it again!

What'll I tell my family?

You knew I wanted it! You knew that! How cruel can you be!

Well, Mr. Sfortz! You win again! The Harris Paper and Twine Company will wrap up the whole State so you can take it home for the weekend! How do you feel now?

Aaah! I don't want it! All I like in this game is the bidding!

He's already won the Queen Mary, the State of Alaska, the George Washington Bridge, and the Norman Luboff Choir Not only has he turned them down . . . but he's completely indifferent to the finest subtleties of the game! Such as screaming . . . and jumping up and down!

We're getting calls from all over the country! People are infuriated over Sfortz. They're threatening to boycott our sponsors! And what's even worse, they're threatening to boycott the companies we give free plugs to. We've had to call out the National Guard to hold back the studio audience! They want Sfortz's blood! And now, the President is on the phone. He wants to talk to you!

Hello? Yes, Mr. President! Oh, I'm glad you like the show, Sir! What's that? Yes, Sir, I know it's terrible about Mr. Sfortz! No, Sir . . . as far as I know he's not a Beatnick! What's that? It's on its way and should arrive any minute? Oh, that's very good of you, Sir! Yes, Sir! Preserving the Spirit of the Show is more important! Yes, Sir! Thank you, and goodbye!

And now, panel . . . our final item of the evening . . . going up for bids. If you will watch the back curtain . .

A genuine U.S. Moon Rocket . . complete with launching site, fuel, 52 scientists, and a count-down man, courtesy of the American Backward-Totalizator Corporation. Price authority: The President of the United States. Bidding starts with my sister-in-law, Mrs. Kravitch . .

Mine! Mine! MINE! I'll say $2,000,000!

It's all I ever wanted in life! $3,000,000!

What a wonderful wedding gift for my son! I bid $4,000,000!

$5,000,000 . . .

$6,000,000 . .

$7,000,000 . .

$8,000,000 . . .

$9,000,000 .

$10,000,000 . . .

$23,453,987.11!

START HERE

USA

130 746 782

We open the envelope and the price is . . . $23,453,987.11! Once again, the winner is Mr. Sfortz!

Aaaah!

We know you're delighted with your prize, Mr. Sfortz, so we're going to open the roof of our studio, and let you take a ride in your Moon Rocket . . . right now . . .

Aaaah!

USA

ZOOOM!

USA

. . I'M FOREVER BLOWING BUBBLES—Lawrence Weik

Ladies and Gentlemen! Before we close, let me say that since our big winner, Mr. Sfortz, may not be back next week, we're going to have a substitute sitting in for him. And here he is . . .

Mr. Furd . . . of Jersey City, New Jersey! You'll like Mr. Furd! He's very emotional!

Oooh! I'm so excited! I can hardly wait until next week! I want to win everything, and then keep coming back for years and years . . . until I own the whole world!

Yay, Furd!

He's a real Sport!

Who stole my wallet?

Yes, Mr. President! Everything worked out wonderfully! Yes, Sir . . . thanks to you, the show is saved, and I'm very grateful! If there is anything I can do to show my appreciation . . . what's that? Why certainly, Sir! I can promise you that, Sir! Never . . . on any future show, will we give away Burning Tree Golf Course!

QUEEN

12

KRAVI

OGILVIE

SFORTZ

THIS ARTICLE CONCERNS ITSELF WITH THE CRAZE THAT HAS ZOOMED IN POPULARITY MAINLY BECAUSE IT APPEALS TO MAN'S NATURAL DESIRE TO DO AS LITTLE THINKING AS POSSIBLE

PAINTING BY THE NUMBERS

ART—BOB CLARKE STORY—AL JAFFEE

BEFORE "PAINTING BY THE NUMBERS," THERE WAS ROOM FOR ERROR

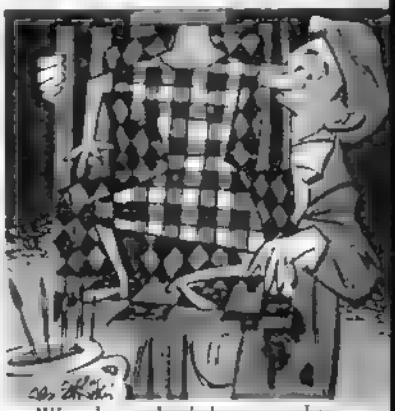
Would be artist doesn't know where to start, so he guesses

Results He winds up with poor outline drawing and layout

Next, he starts coloring in outline drawing with paints

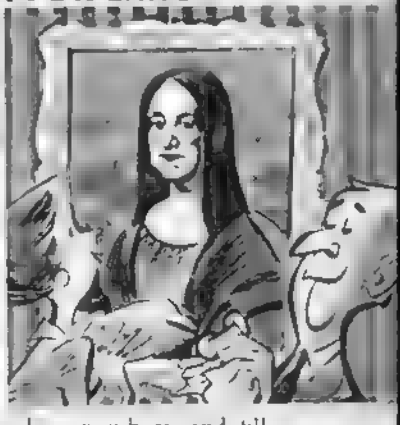
Paints in foreground design with nice attractive colors.

Paints in background design with more attractive colors.



Wonders what's happened to everything when he finishes

WITH "PAINTING BY THE NUMBERS," THERE IS NO ROOM FOR ERROR

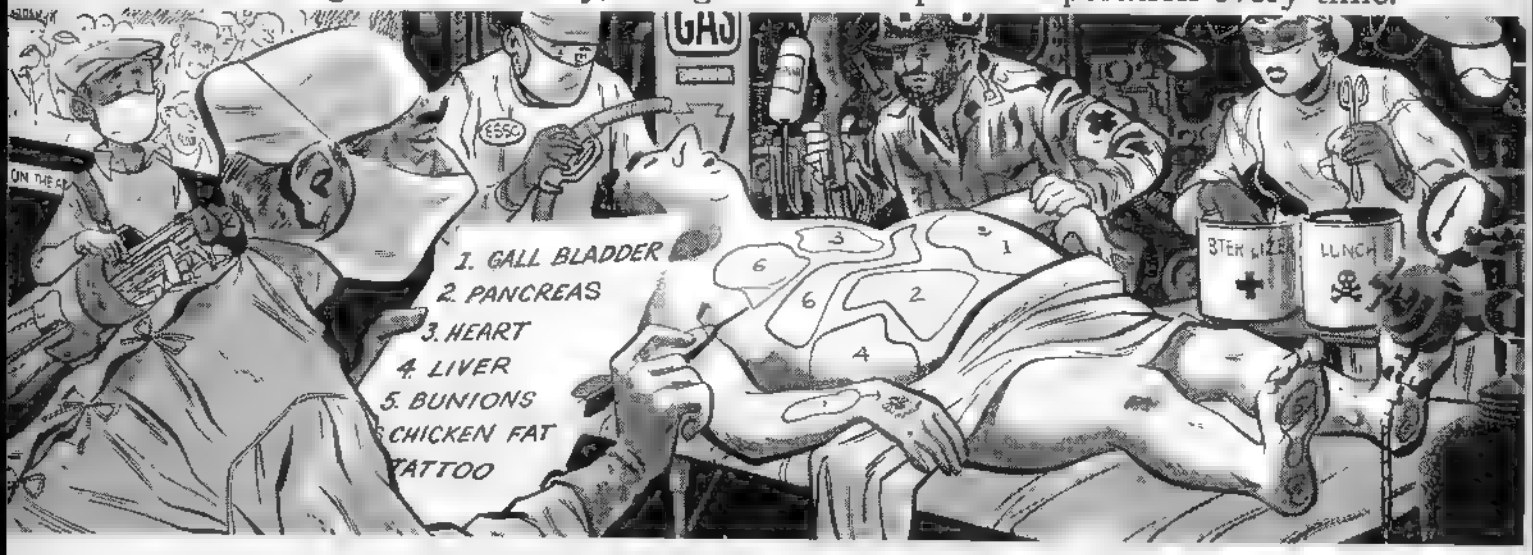


Would be artist is supplied with a professional outline drawing and layout All he has to do is read the numbers, take tubes of paint with corresponding numbers, and fill in marked areas Results is a perfect picture every time

MAD PROPOSES TO ELIMINATE THINKING ENTIRELY BY

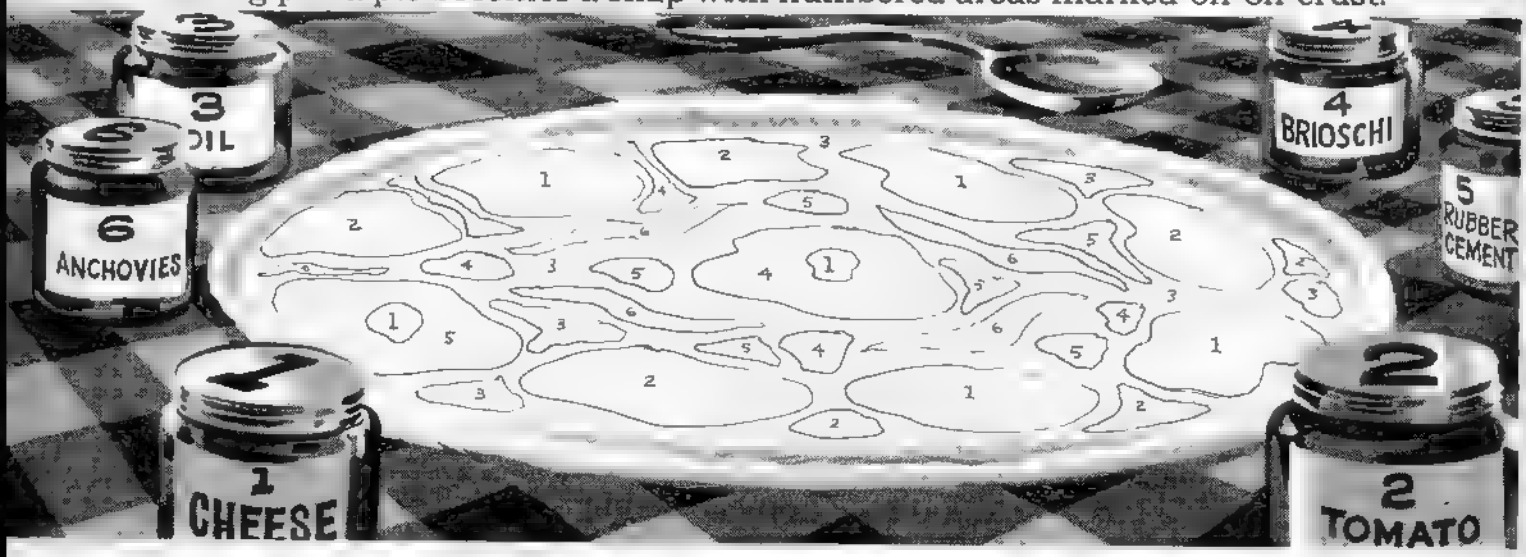
SURGERY BY THE NUMBERS

Takes the guesswork away, and guarantees a perfect operation every time.



COOKING AND BAKING BY THE NUMBERS

Making pizza pie becomes a snap with numbered areas marked off on crust.



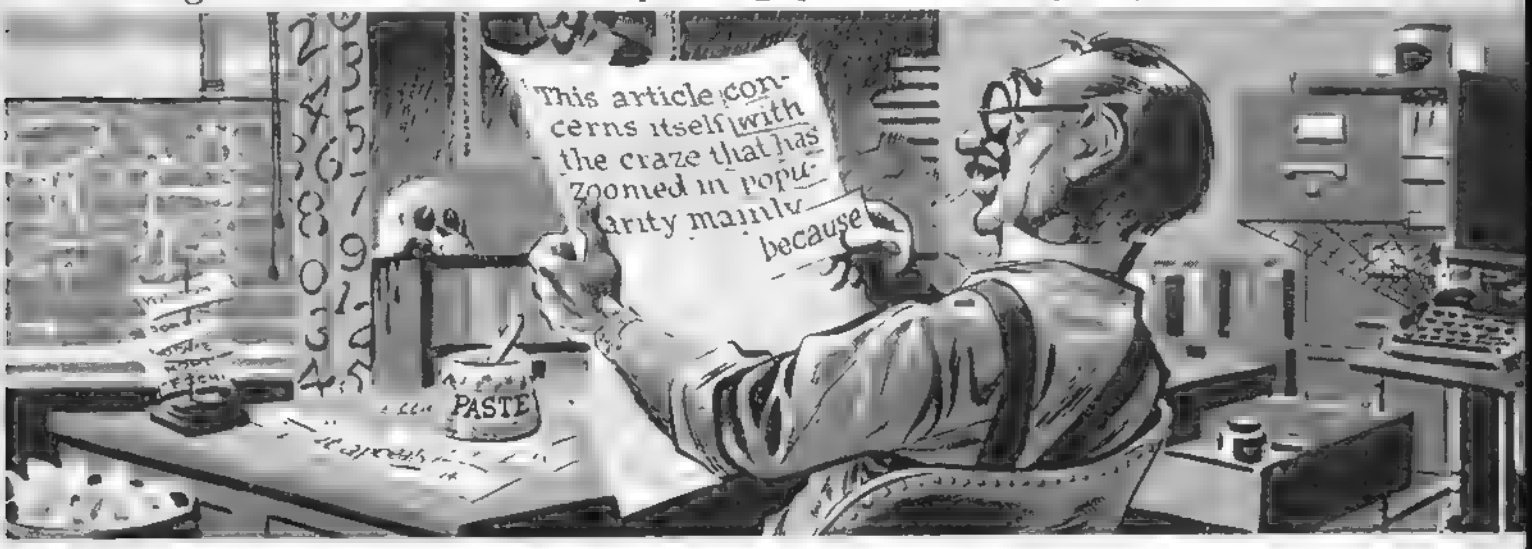
HOMEMAKING BY THE NUMBERS

No chance to make social blunders with numbered tablecloth and tableware.

APPLYING THIS MARVELOUS METHOD TO OTHER FIELDS

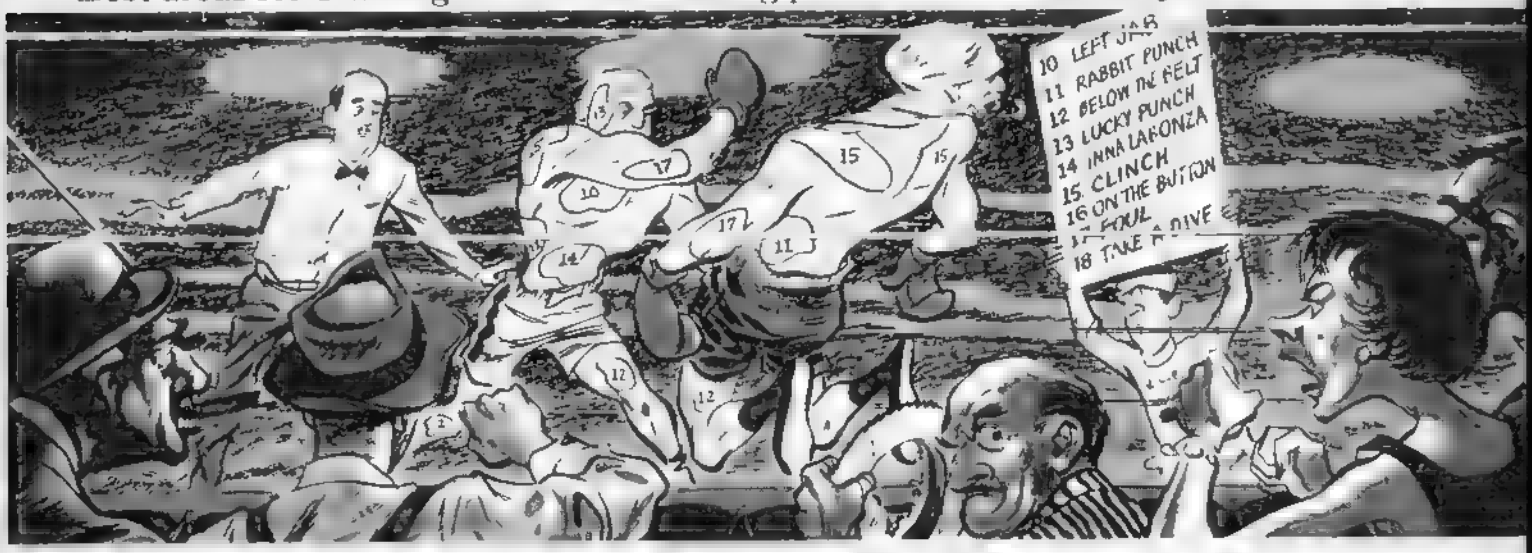
CREATIVE WRITING BY THE NUMBERS

Pasting numbered words in corresponding spaces makes anybody a novelist.



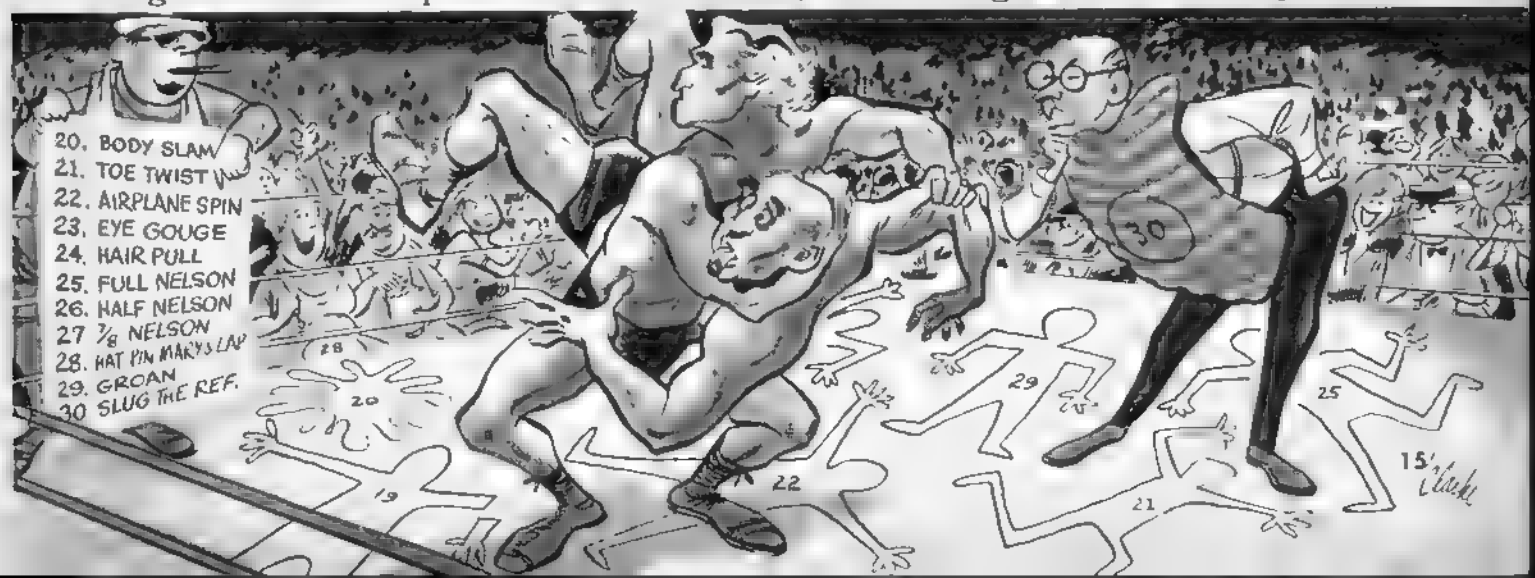
BOXING BY THE NUMBERS

Best areas for drawing blood and inflicting punishment are clearly marked.



WRESTLING BY THE NUMBERS

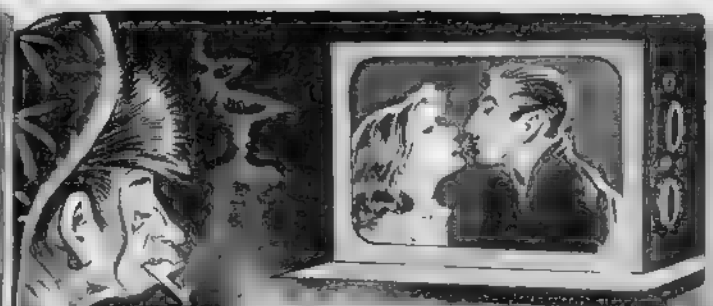
Progress of match is planned and numbered, eliminating memorized scripts.



VERSE OF THE PEOPLE DEPT.

Some time ago (MAD #43), we dedicated our pages to some brilliant, but unknown, new American poets, in an effort to help these talented young writers get what they deserved. Since then, we have found several more who deserve the same thing. So here's

THE MAD TREASURY OF UNKNOWN POETRY VOLUME II



INSOMNIA

by William Ernest Henlayer

Out of the night that covers me,
Black as the feathers of a crow,
I thank whatever gods may be
For television's Late Late Show.

For even if the movie's bad,
I never wince or cry in pain.
I also watch each sick'ning ad
Since I can't sleep, I can't complain.

I sit with eyes glued on the screen,
I strain to hear each hackneyed line.
And though, sometimes I want to scream,
I know that things will work out fine.

It matters not how bad the plot,
Or if the leading star's a creep
In fact, the better chance I've got
To finally drop off to sleep.

"TIME ON MY HANDS—Henry Luce

ART JOE ORLANDO

THE SPANIEL

by Edgar, Al, & Moe

Once upon a midnight cautious, while I pondered, weak and nauseous,
Over some advertising copy I had wrote for Macy's Store—
While I nodded, nearly napping, suddenly there came a yapping,
As of someone loudly yapping, yapping at my office door.
" 'Tis some client there," I muttered, "yapping at my office door—
Only this and nothing more."

Then I felt my terror worsen, for my guest was not a person!
In there stepped a cocker spaniel; naturally I jumped in fear.
Tried to climb an oaken panel, ripping there my new grey flannel;
But the spaniel merely stood there, speaking out with voice so clear—
Speaking out like Jack Lescoulie, in a voice both loud and clear—
Quoth the spaniel: *"Drink Blatz Beer!"*

How I marveled this ungainly dog who did commercials plainly,
How he spoke the message clearly; selling points he underscored
For I could not help agreeing that no living human being
Ever yet could mouth a slogan without sounding slightly bored—
Most announcers, being human, can't help sounding slightly bored—
Quoth the spaniel, *"Buy a Ford!"*

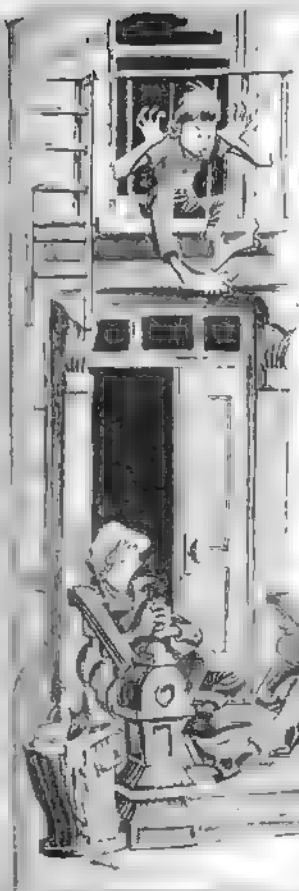
Thus this dog with voice like Murrow made my heavy brow unfurrow;
Thoughts of fortunes I could make now made me shake down to my knees.
But the spaniel set me grieving then by turning tail and leaving.
Naturally, I begged him tarry, crying out, "Stay with me, please!"
Chasing him along the hallway, crying out, "Stay with me, please!"
Quoth the spaniel, *"Eat Kraft Cheese!"*

ON THE ROAD TO LOUISVILLE

by Rudyard Crippling

By the old Two-Dollar Window,
lookin' eastward to the track,
There's a strong-arm goon a waitin',
'cause he hopes that I'll be back;
For I owe him quite a bundle,
and a voice cries loud and shrill:
"Man, if you don't want a fracture,
stay away from Louisville!"

Stay away from Louisville,
Home of horse and moonshine still.
Hop a freight to Butte or Pittsburgh;
anyplace but Louisville!
On the road to Louisville,
Where the hoodlums shoot to kill,
And the thugs come up like thunder
When you owe the mob a bill!



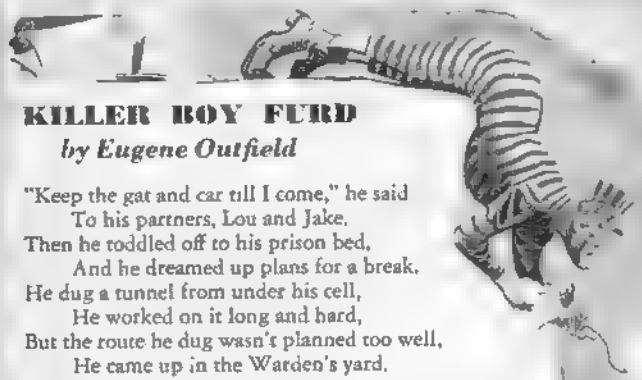
THE BAREFOOT FINK

by John Greenwit Leafier

Pox upon thee, little fellow,
Creep and fink with stripe of yellow!
The gang you squealed on has the urge
To sing and strum your funeral dirge.
In the drink you should have went,
Neatly cased in wet cement.
Delinquency can be a blight
When clods like you don't do it right.
Seeing you, I hate to think
That I was once a lousy fink!

STORY BY TOM KOCH

**TRY A LITTLE TENDERNESS—Jimmy Hoffa



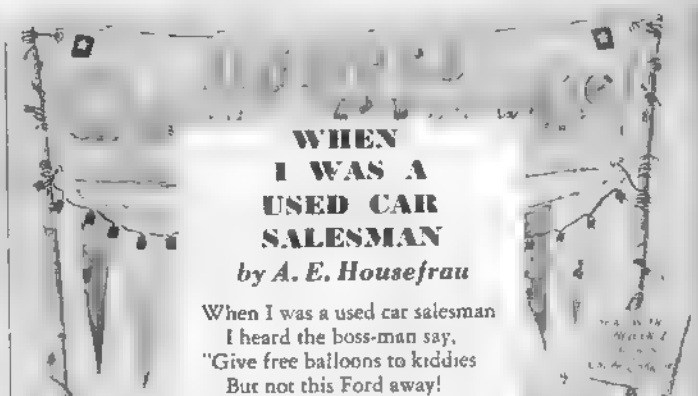
KILLER BOY FURD

by Eugene Outfield

"Keep the gat and car till I come," he said
To his partners, Lou and Jake.
Then he toddled off to his prison bed,
And he dreamed up plans for a break.
He dug a tunnel from under his cell,
He worked on it long and hard,
But the route he dug wasn't planned too well,
He came up in the Warden's yard.

The getaway car is covered with dust,
And its tires are rotten and flat;
The old Tommy gun is red with rust,
'Cause nobody's polished the gat.
Time was when the chopper was often heard,
And the car sped off with a whir,
Then the cops came around for Killer Boy Furd
And put him away in stir.

Now the gun and the car in silence stand,
Each one in the same old place,
Awaiting the touch of his grubby hand,
And the snarl on his ugly face.
But, alas, no more are his footsteps heard
In this outside world of strife
Oh, what has become of Killer Boy Furd
Since they put him away for life?



WHEN I WAS A USED CAR SALESMAN

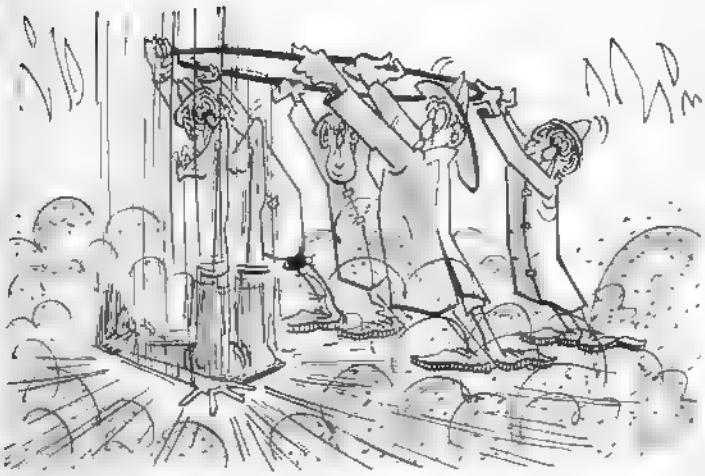
by A. E. Housefrau

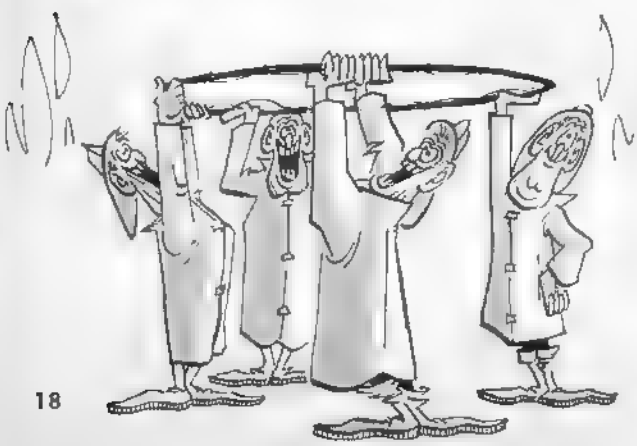
When I was a used car salesman
I heard the boss-man say,
"Give free balloons to kiddies
But not this Ford away!
Talk loud about no cash down
And thirty months to pay!
Give radios and heaters,
But not this Chevrolet!"

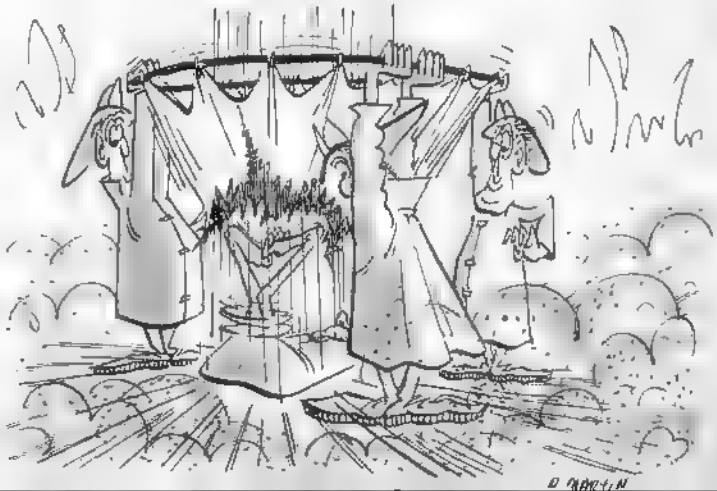
When I was a used car salesman
I heard him say again,
"Sell each clod some jalopy;
Don't let his interest wain!
Put sawdust in transmissions,
Claim recapped tires are new!"
Now I'm a used car *dealer*,
And oh, tis true, 'tis true!

And now, Don Martin tells us about the time he joined the Volunteer Fire Department, and was assigned to the life net brigade during . . .

THE GREAT HOTEL FIRE







"OH JOHNNY, OH JOHNNY, OH—Lana Turner

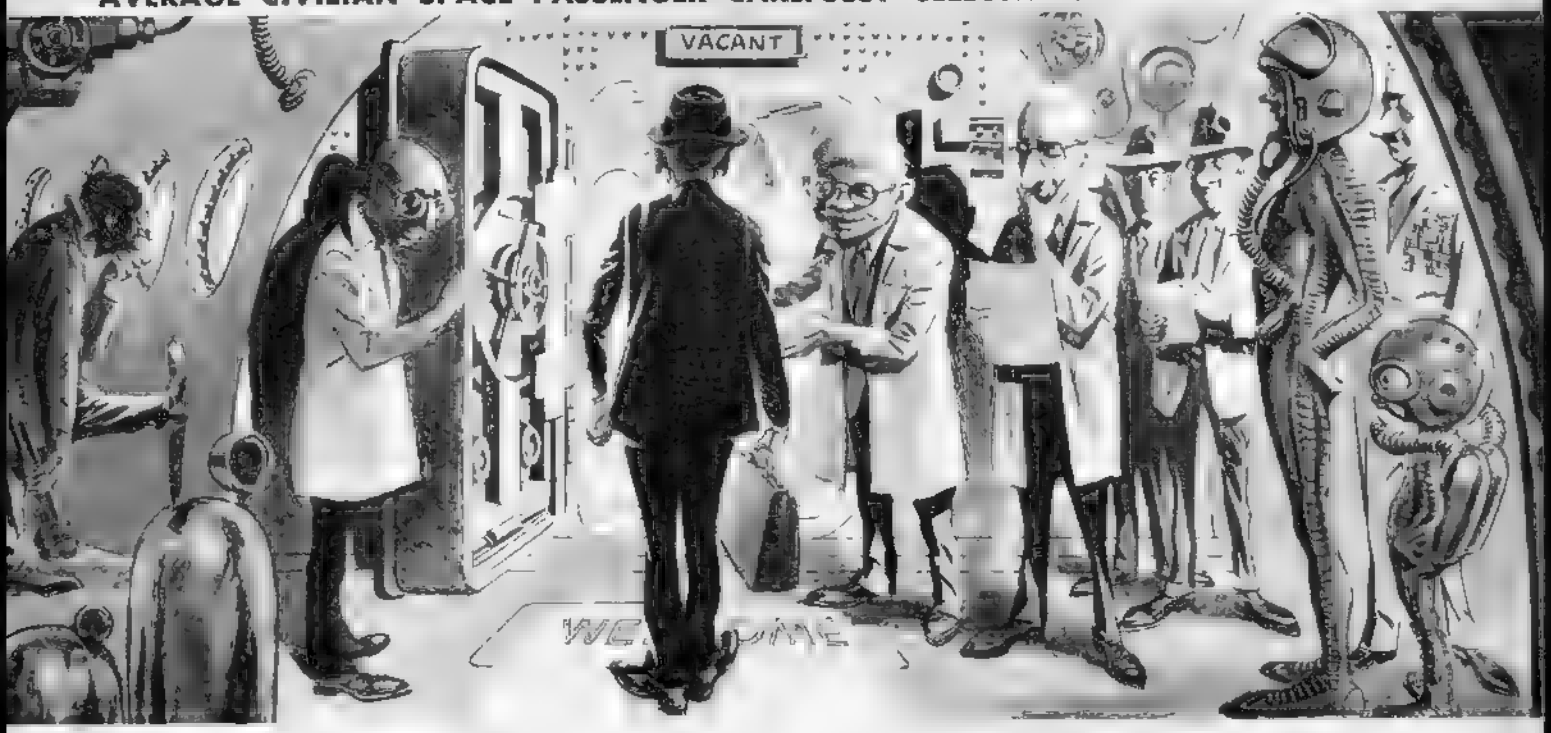
SOLAR PERPLEXUS DEPT.

SPECIAL REPORT

MAD REVEALS INSURMOUNTABLE PROBLEM DISCOVERED WHILE TESTING CIVILIANS FOR SPACE FLIGHT

Everyone knows about the intensive Military Space Flight Training Program being carried on by our government, wherein members of our Armed Forces are tested for their abilities to withstand the rigors of Space Flight. But few people are aware of the secret Civilian Space Flight Training Program being carried on by our forward-looking airlines, wherein average people are being tested for their abilities to withstand the rigors of Commercial Space Flight. With this article, MAD now reveals the startling results of the first of these unpublicized Civilian Testing Programs . . .

AVERAGE CIVILIAN SPACE PASSENGER CAREFULLY SELECTED FOR EXTENSIVE TESTS



ART–WALLACE WOOD STORY–AL JAFFEE

Typical future space flight passenger, Lester B. Cowznofski, *(shown above)* being led into Rocket Testing Chamber. Simulated flight into space will show doctors how the average passenger will react to long trip, and reveal problems which may arise.

Mr. Lester B. Cowznofski, average citizen, and first civilian space passenger, *before* tests revealed insurmountable problem.

**SOUTH AMERICA, TAKE IT AWAY—Jayne Mansfield

MAIN PROBLEM CIVILIAN

CAN LESTER B. COWZNOFSKI SURVIVE A LONG PERIOD OF

On the theory that the physical rigors of space flight are not the most important problems facing the future civilian space passenger, but rather the mental rigors of having to do without the familiar things he has become accustomed to,

THESE ARE THE FAMILIAR THINGS

LESTER MUST DO WITHOUT
HIS LOVING WIFE

For the first time in eight years, they'll be separated.

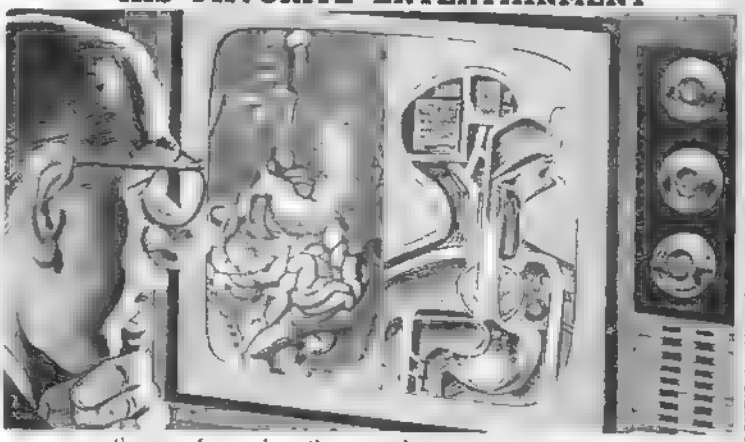
LESTER MUST DO WITHOUT
HIS ADORING CHILDREN

He won't hear their bright gay laughter for a long while.

LESTER MUST DO WITHOUT
HIS PERSONAL INTERESTS

...the joy of guiding the family ship of state forward.

LESTER MUST DO WITHOUT
HIS FAVORITE ENTERTAINMENT



...the carefree relaxation watching commercials on TV.

LESTER MUST DO WITHOUT
HIS CLOSE FRIENDS

...the gentle fun and heartwarming joy of comradeship.

LESTER MUST DO WITHOUT
HIS FAMILY OUTINGS

...those relaxing Sunday drives through the countryside.

"SHE'S A LATIN FROM MANHATTAN"—Xavier Cugat

SURPRISINGLY, LESTER MANAGED TO DO WITHOUT THESE THINGS NICELY!

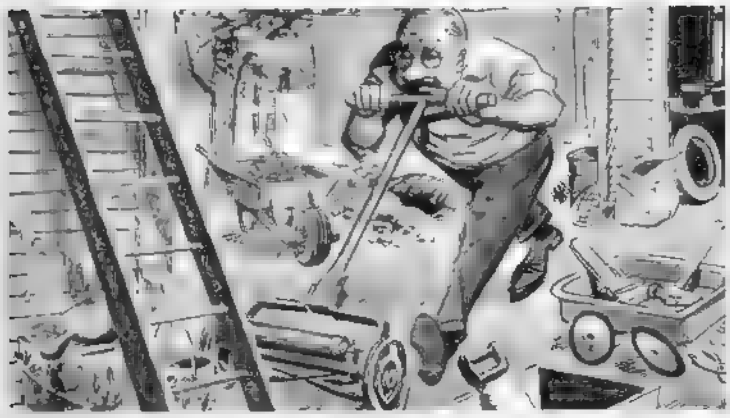
SPACE TRAVELER FACES

WITHDRAWAL FROM HIS FAMILIAR WAY OF LIFE ON EARTH?

Lester B. Cowznofski was sealed in a testing chamber, and subjected to all of the conditions he would face on such a flight. Then, doctors observed how he solved the problem of doing without these familiar things he had to leave behind.

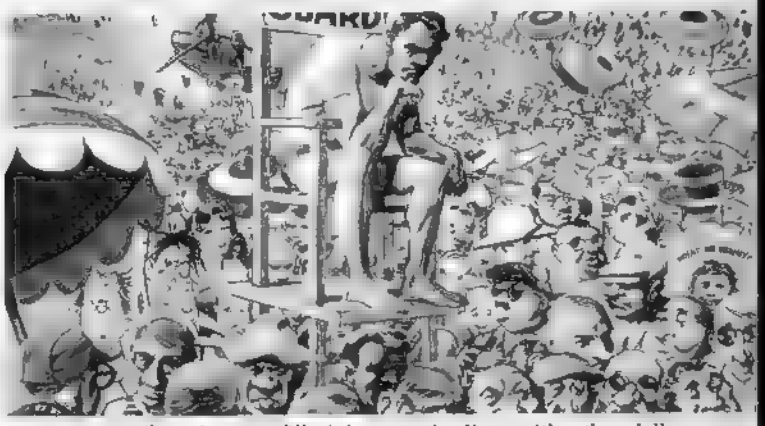
THAT LESTER MUST LEAVE BEHIND

LESTER MUST DO WITHOUT
HIS PLEASANT HOBBIES



...the delightful puttering around the house and garden.

LESTER MUST DO WITHOUT
HIS LEISURE ACTIVITIES



...the pleasure-filled hours mingling with other folks.

LESTER MUST DO WITHOUT
HIS AFFECTIONATE RELATIVES

...the surprise and pleasure of their unexpected visits.

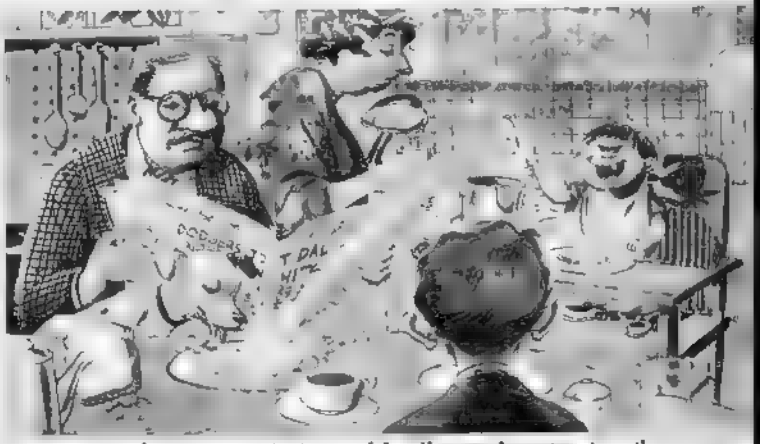
LESTER MUST DO WITHOUT
HIS DAILY NEWSPAPERS

...the interesting events shaping the world around him.

LESTER MUST DO WITHOUT
HIS DAILY COMMUTING

...those restful train rides going to and from his job.

LESTER MUST DO WITHOUT
HIS HOMECOOKED MEALS



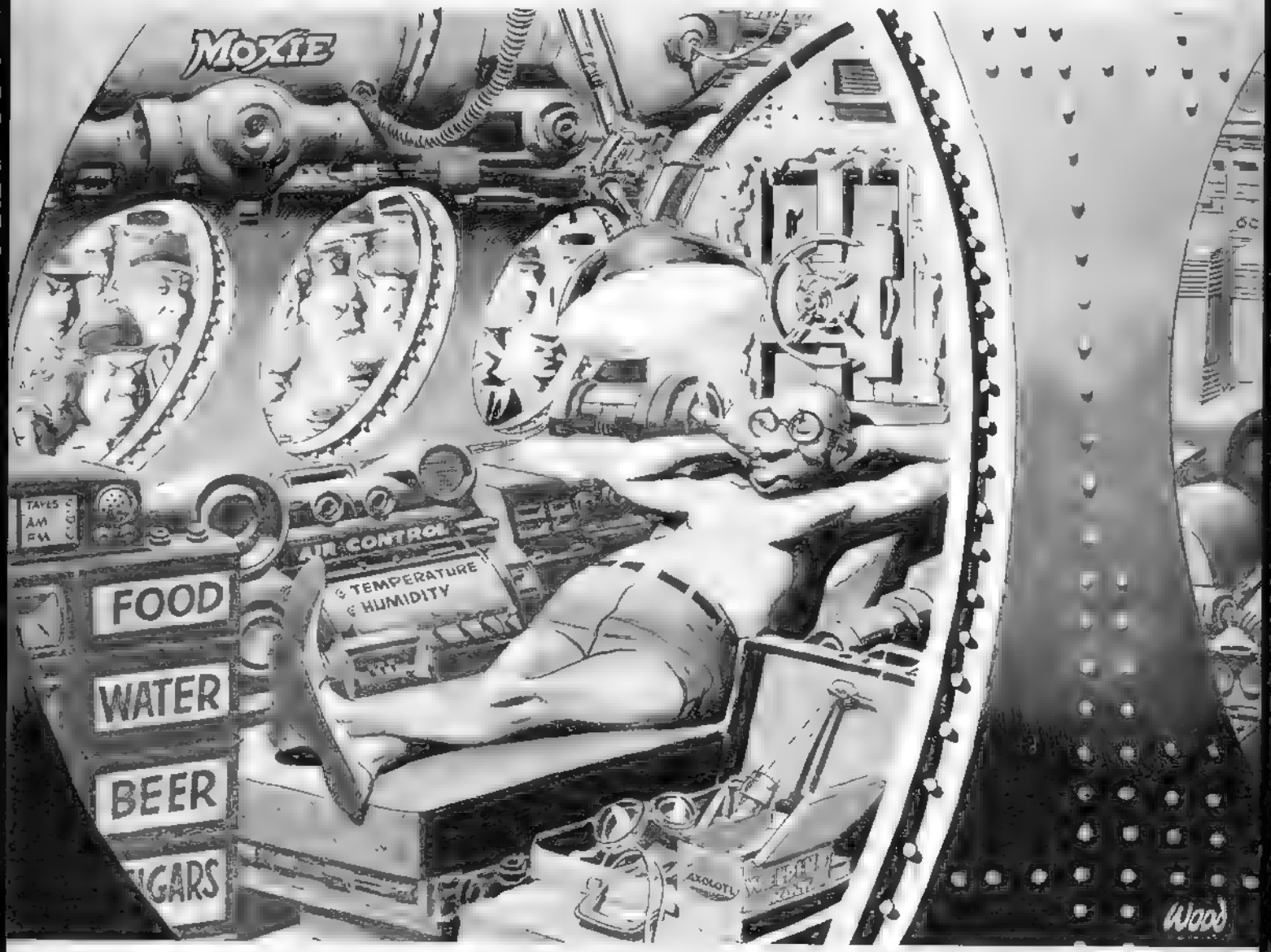
...the tasty, zesty tang of family meals eaten together.

FOR INSURMOUNTABLE PROBLEM DISCOVERED BY TESTS, TURN THE PAGE:

...SOMEBODY ELSE IS TAKING MY PLACE—Fulgencio Batista

INSURMOUNTABLE PROBLEM

HOW TO GET LESTER COWZNOFSKI OUT OF THE TESTING CHAMBER?



Yes, unbeknownst to all, Lester had sneaked a portable welding outfit into the Rocket Testing Chamber, and sealed himself in permanently. Before severing communication with the outside world, Lester made one brief statement *(reprinted below)* over the PA system. As MAD goes to press, Lester is still in there.

Mr. Lester B. Cowznofski, the first civilian space passenger
"I'd be crazy to go back to them things I hadda leave behind!"

Scenes We'd Like to See

Driving The Golden Spike

"I TALK TO THE TREES"—Paul Winchell

ART—GEORGE WOODBRIDGE STORY BY EUGENE ST. JEAN

SCRAWL'S WELL THAT READS WELL DEPT.

Emerson once said, "Show me a man's handwriting, and I'll show you the key to his soul!" Very few people know this famous quotation, mainly because the Emerson who said it was Felix Emerson, who runs a trailer court in Sandusky, Ohio. All kidding aside, though, gang, it's important to know how to analyze handwriting, because you can find out a lot about the other guy before he has a chance to find out a lot about you merely by studying his handwriting. This can best be done by steaming open his letters! So learn how . . . because you won't learn a thing from . . .

The Mad Guide to

HANDWRITING REVEALS A PERSON'S INTERESTS IN LIFE

and the rocket launching
went off without a hitch.
It appears as if we've ironed
out all the bugs here at
Cape Canaveral. That is,
unless something unforseen

Having a really great vacation!
I'm learning skin diving,
which is a fascinating
sport! I just can't describe
how thrilling it is to
explore the ocean floor

and I enjoy working here on
the stockmarket very much,
although sometimes it does
seem a little less certain than
work in other fields.
you need nerves of steel

to $ay I had a $imply
enational time la$t
night $teve, and I $ure hope
we $ee each other again $oon.
I wa$ $o impre$$ed by
your $ucce$$ in the oil
bu$ine$$. My addre$$ i$

and it looks as though
I can't be there even for
¾ of an hour: you see,
some of the cats are
getting together for
a session and because
they need my horn

getting along fine here in
Medical school. Right now
we're learning how to read
Cardiograms which should
prove very valuable to me

landed a really great
job here at General
Motors. They've made
me a designer for the
new model cars! It's
a wonderful opportunity
for me to show what
I can do

since last June I've
been working as a
lineman for the telephone
company and I've been
so tied up in emergencies
that I simply haven't
had the time to call you

so all in all, I feel
pretty good. The doctor
says they'll discharge me
from the hospital any
day now, just as soon as
I manage to get rid
of these darned hiccups!

Handwriting ANALYSIS

ART—BOB CLARKE STORY—FRANK JACOBS

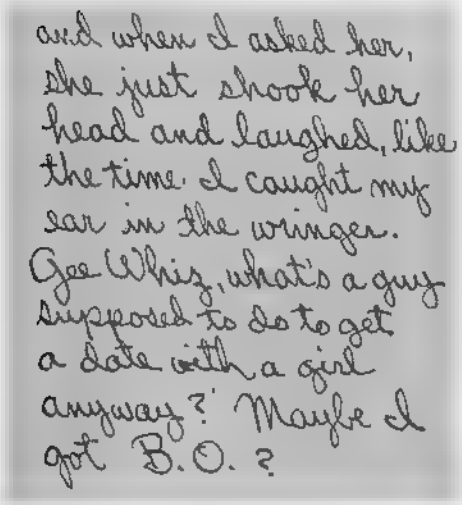
HANDWRITING ACCURATELY PREDICTS A PERSON'S FUTURE

Signature of Tommy Furd is meticulous, shows he will make a good accountant.

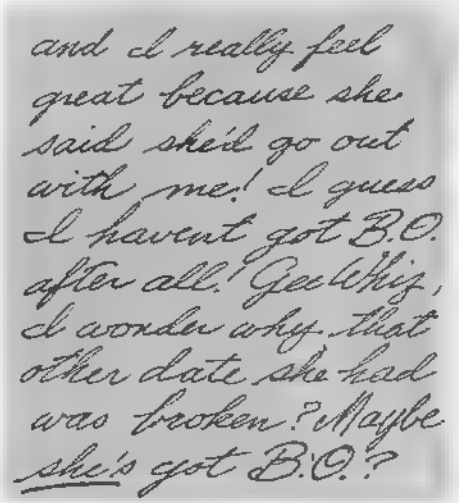
Signature of Jimmy Mung is forceful, shows he will make a good policeman.

Signature of Sidney Zorch is amazing, shows he will make a very good forger.

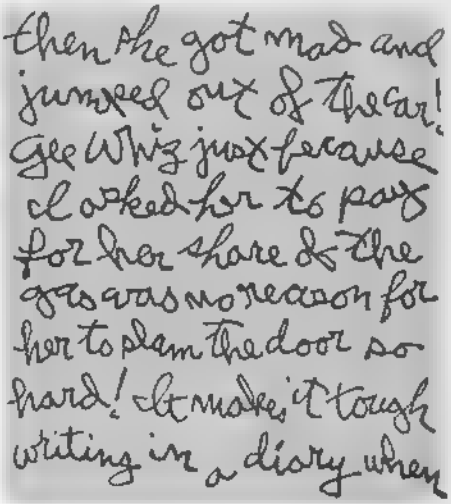
HANDWRITING DISCLOSES A PERSON'S CHANGE IN MOODS



Left-slanted handwriting of Alfred E. Neuman reveals his unhappy mood after Moxie Cowznofski refused him a date, meaning she had date with another guy.



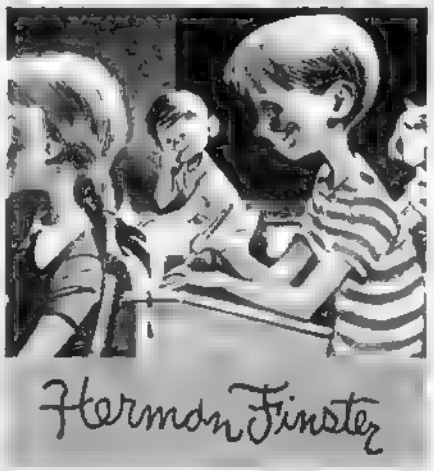
Right-slanted handwriting of Alfred E. Neuman reveals his happy mood after Moxie changed her mind, meaning she'd go out on a date with him after all.



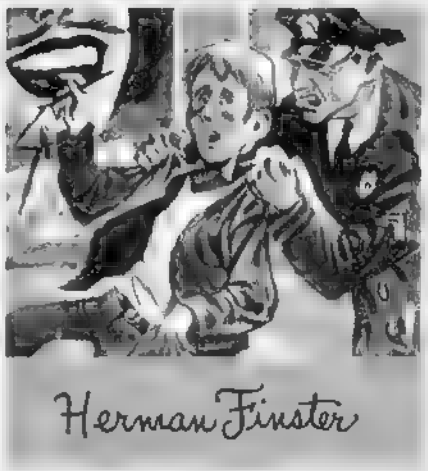
Multi-slanted handwriting of Alfred E. Neuman shows his painful mood after Moxie slammed a car door on his hands, meaning he had to write with his teeth.

HANDWRITING INDICATES DEVELOPMENT OF PERSONALITY

Signature of Herman Finster at age 3 shows obvious evidence of very young personality which needs development.



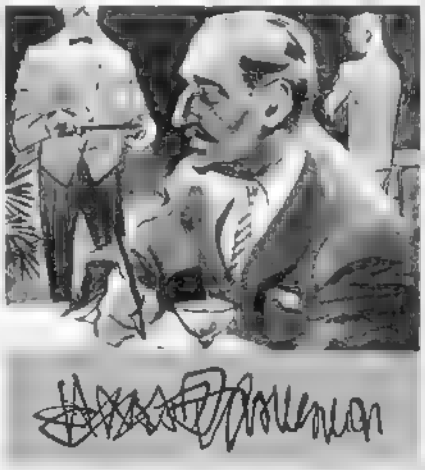
Signature of Herman at age 10 shows personality which has benefited from early experiences at home and school



Signature of Herman at age 14 shows development of personality as result of effective discipline and education

Signature of Herman at age 21 shows better-rounded personality shaped by four years of rewarding college life

Signature of Herman at age 31 shows a further development of personality after ten years in the business world

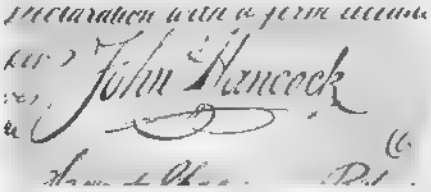


Signature of Herman Finster as a 45-year-old advertising executive shows complete development of personality

HANDWRITING IS KEY TO CHARACTER OF A PERSON

This signature reveals a person who despises regularity He does not hold with the idea of rising early to eat healthy and hearty breakfasts. He has no use for milk, fruit, and children.

This signature shows a person who is extremely gullible. He's the kind who believes anything that anyone tells him. It's difficult deciding whether to even believe what he says, or not.



This signature reveals a person who has little or no desire to stand out in a crowd He is the shy, retiring type who shuns even patriotic duties. He'll end up as an insurance salesman.

This signature reveals a person who takes a down-to-earth, realistic view of life He's not the type to indulge in flights of fantasy, and evidently hated fairy tales when he was a child.

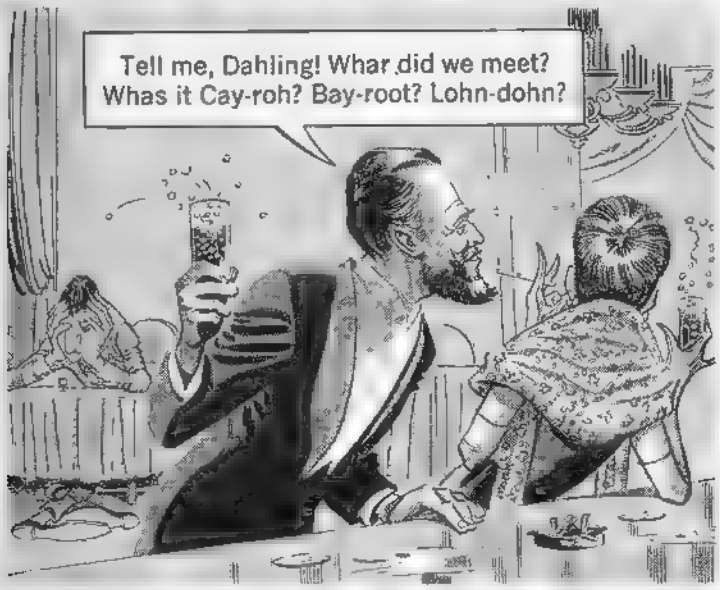
Shape of letters shows probable color blindness, and an inability to judge form and space. Neat signature shows that, with study and practice, person may become fair mechanical draftsman.

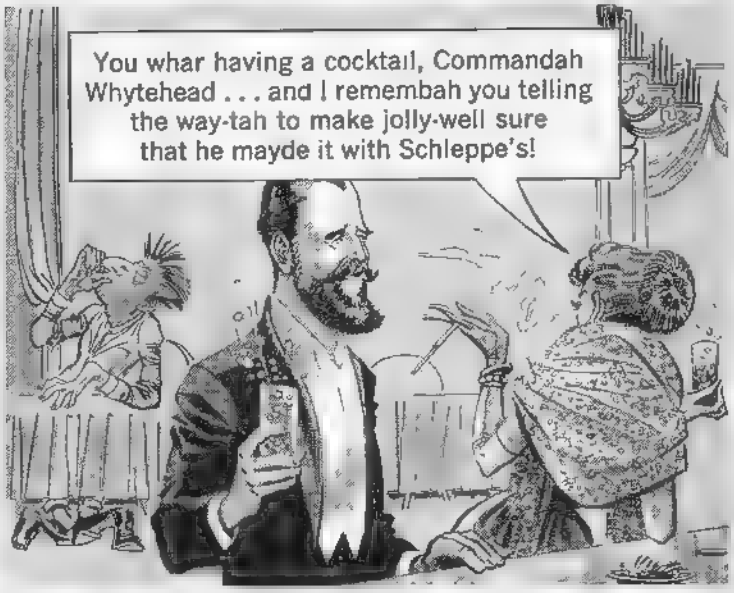
While signature shows this person to be scrupulously honest, evidence of a block exists, mainly in the area of money matters. Should not be allowed to handle any big financial problems.

**BESS, YOU IS MY WOMAN—Harry Truman

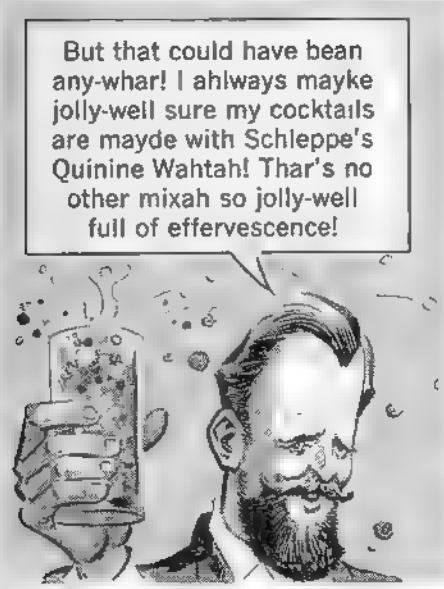
TV ADS WE'D LIKE TO SEE

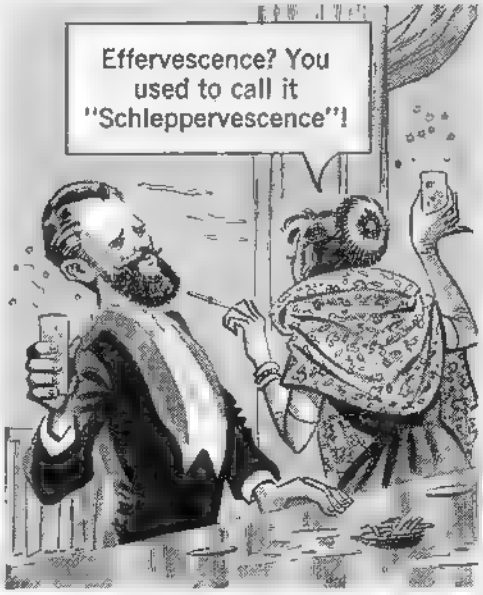
The Schleppe's Commercial

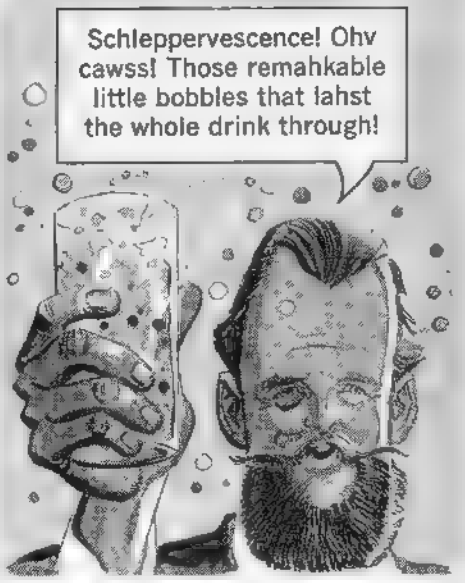




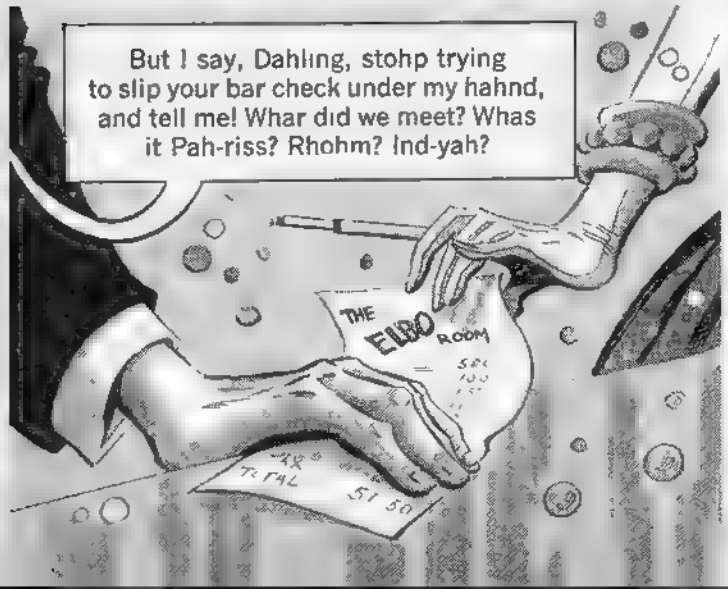
ART—JOE ORLANDO







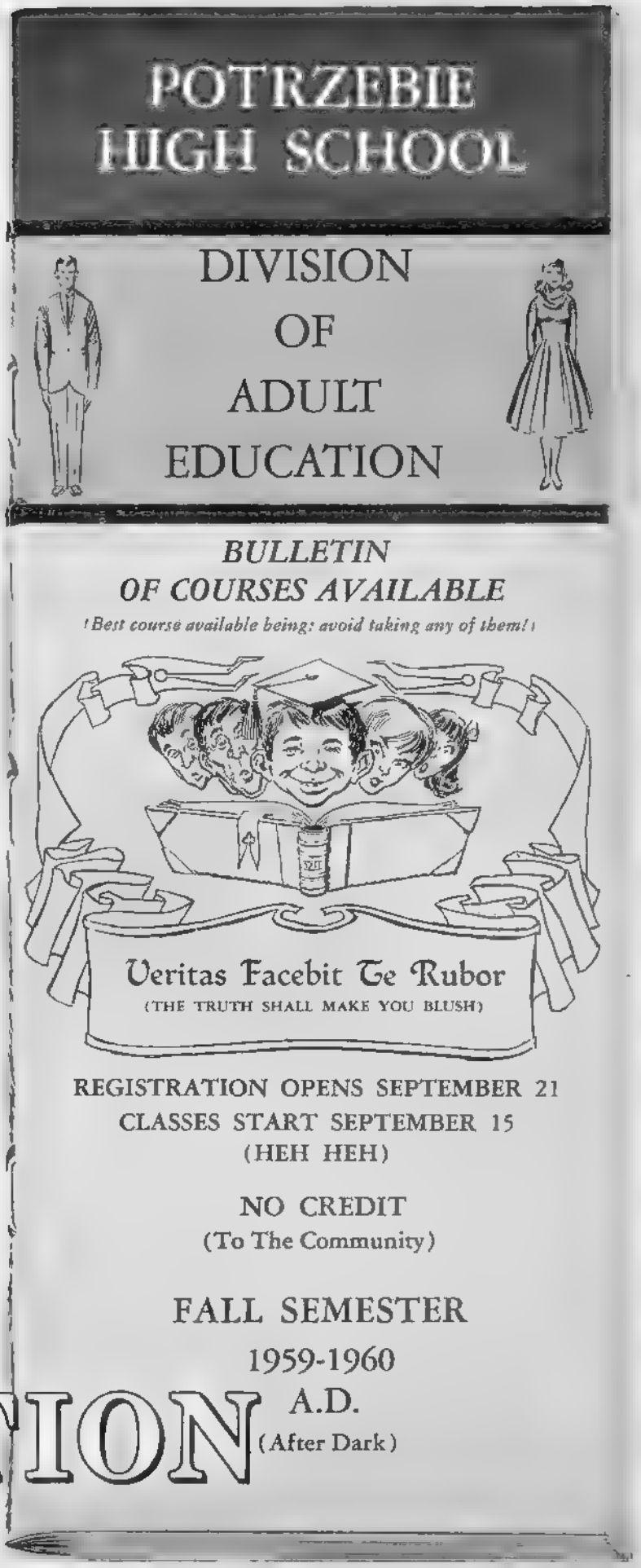
**I FALL IN LOVE TOO EASILY—Mickey Rooney



ART—GEORGE WOODBRIDGE

Today, "Adult Education" is a big thing. All over the country, thousands of high schools are opening their doors each evening to mobs of eager adults who are coming back to learn what they should have learned when they went to high school originally! All of which seems like a terrible waste of time to us. Mainly because most high school courses don't have much practical value for adults in today's society anyway! So if these clods insist upon going back to school evenings, MAD feels that high schools should offer practical courses that will help adults solve the day-to-day problems they face. To give you an idea of what we mean, here's a bulletin including some of the courses we are talking about, like f'rinstance . . .

MAD LOOKS AT ADULT EDUCATION



"DO NOTHIN' 'TILL YOU HEAR FROM ME—Edward Bennett William

SOCIOLOGY

A series of vital courses dealing with some of the major problems of today's society, the most baffling problem being why any healthy adult would consider enrolling in Adult Education.

A-1 The Theory And Practice Of Gossip **Fee: $15.00**
A course designed to acquaint adults with the latest neighborhood dirt. All current juicy tidbits are brought out in the open, thus avoiding old-fashioned over-the-back-fence methods. The time and room number is confidential, but rumor has it that it meets . . .
MON. 7:30-10.00 ROOM 456

A-2 Community Affairs **Fee: $15.00**
A weekly round-table discussion of the latest affairs going on in the community, illustrated with slides, movies, and page 4 of our local tabloid newspaper. Open only to adults who have completed Course No. A-1. *(The Theory and Practice of Gossip.)*
TUES. 7:30-11:00 ROOM 456
(Followed by Police Raid)

Adult students show intense interest in latest community affairs.

A-3 Relativity In The Home **Fee: Free**
A course of instruction aimed at solving the baffling problem of unwanted relatives in the home. Techniques will be presented for: Encouraging Mother-in-Law to move out; Discouraging Auntie from making another protracted visit; getting Sis married off, and for those interested, getting rid of that boring husband or wife.
WED. 9:00-11:00 ROOM 578

A-4 How To Handle Your Mate **Fee: $12.00**
Husbands learn: How to get a word in edgewise; How to avoid being hit by vases; How to explain lipstick stains on shirt collars, etc.—Wives learn: How to pick his pocket without waking him up; How to smile away that dent in the new car; How to let him get a word in edgewise; How to avoid hitting him with vases, etc. Instructor learns why he's a happy bachelor.
WED. 7:00-10.00 ROOM 321

Students receive practical training in solving marital problems.

A-5 What To Do With Our Old People
Course discontinued due to lack of acceptable ideas.

LANGUAGES

A fascinating group of courses including etaoin shrdlu etaoin shrdlu etaoin shrdlu etaoin shrdlu etaoin shrdlu etaoin shrdlu etaoin which you'll never understand.

B-1 Elementary Hip Talk **Fee: $10.00**
A practical course for adults who have a desire to converse intelligently with the young people of today, providing the adult is intelligent.
MON. 9:00-10.00 ROOM 509

B-2 Intermediate Hip Talk **Fee: 10 Skins**
Like this course is a little more advanced, and only open to cats and chicks who made it in the one above.
TUES. 9:00-10:00 PAD 509

B-3 Advance Hip Talk **Fee: Bread**
Man! Like you're with it now, Daddy-O! This group is the most, and when you come on with us, like you're a real swinging hipster.
WED. 9:00-10:00 CLOUD 509

PSYCHOLOGY

These courses are designed to give adults a better understanding of themselves, so they can figure out why they ever wanted to go back to school in the first place.

C-1 How To Develop A Neurosis **Fee: $40.00**
A workshop designed to assist the "emotionally stable" adult in successfully acquiring some neurotic fears and anxieties in order to make him a more interesting person. If you go to parties, and feel left out while other adults display their fascinating inner conflicts and complexes, this course is for you.
WED. 8:00-9:30 ROOM 666

C-2 The Psychology Of The Woman Driver **Fee: $25.00**
A study of America's Modern-Day Tragic Cultural Phenomenon. Instruction includes: How to recognize a woman driver without having to get close enough to see inside the car; Understanding a woman driver's hand signals; What to say if you're involved in an accident with a woman driver; First aid for scratches, kicks and bites, etc. Amusing anecdotes will be exchanged.
MON. 8:00-10:00 ROOM 267

CREATIVE ARTS

A group of courses designed to encourage creativity upon the part of the adult, like Frinstance creating sound reasons why he or she shouldn't be home with the kids instead of attending these courses.

D-1 Creative Dusting **Fee: $10.00**
(And 4 Old Undershirts)
An ideal course for the housewife who feels unfulfilled, and who doesn't seem to get any emotional gratification out of her cleaning chores any more. New techniques are introduced which enable her to express her artistic inclinations and enrich her spiritual development.
THURS. 7:30-10:00
3rd FLOOR TEACHERS' LOUNGE

D-2 Live Like A Slob And Like It **Fee: $7.50**
(And 4 Bottles of Dust)
An ideal course for husbands whose wives are expressing their artistic inclinations and enriching their spiritual development while they let the house go to pot.
THURS. 7:30-10:00
3rd FLOOR STUDENTS' LOUNGE

D-3 Experimental Mah-Jong **Fee: 1 Crack, 2 Bamm**
10 variations of the game that is sweeping the nation's homes and fascinating millions of women who should be sweeping the nation's homes instead of playing it.
FRI. 1:00-3:00 STUDENTS' HOMES
(while the kids are in school)

D-3 Mah-Jong students often extend course beyond official hours.

D-4 The Art Of Communication Fee: 10¢ For 5 Minutes
A course of instruction, limited to homemakers only, which encompasses the newest methods for getting housework done while spending the day on the telephone. Enrolled students will be supplied with an exclusive list of Maids and Day-Workers available in the area.
THUR. 8:00-10:00 FIRST FLOOR PHONEBOOTH

D-5 Writing Notes To The Milkman **Fee: $10.00 (Includes pencil)**
A comprehensive course in coherent composition aimed at developing better communication between you and the man who delivers your milk, specifically for mornings when you've got plenty, and you want he shouldn't leave any.
TUES. 4:00-4:30 A.M.
STUDENTS' BACK PORCHES

D-6 Writing Notes To The Milkman II **Fee: $10.00 (Includes eraser on pencil)**
A supplementary course in coherent composition aimed at getting that idiot milkman to start delivering your regular order again.
THUR 4:00-5:00 A.M.
STUDENTS' BACK PORCHES

Student and Milkman demonstrate results of better communication.

HOME ECONOMICS

A series of practical courses to help the adult run a better and more efficient home. It is recommended that the student first try what he learns in these courses in somebody else's home.

E-1 How To Break A Lease **Fee: $12.00**
Practical instruction in: Moving pianos at 4 A.M.; Throwing garbage out windows; Running pajama parties with the door open; Teaching your child the drums and other irritating musical instruments; Practical jokes you can play on your landlord; How to write rubber rent checks, etc.
FRI. 11:00-DAWN
VARIOUS STUDENTS' APARTMENTS

Students eagerly participate in weekly lease-breaking seminars.

E-2 Practical Garbage Disposal **Fee: $17.00 (plus one week's garbage)**
A special course on how to pack garbage pails so the Sanitation Men don't dump orange peels and egg shells all over your property. It is recommended that adults enrolling in this course also enroll in Course No. L-57, *Things You Can Make With Orange Peels and Egg Shells You No Longer Put In Your Garbage Pail.*
TUES. 3:00-6:00 A.M.
THE ALLEY BEHIND THE GYM

E-3 Conquering Crabgrass **Fee: $30.00**
A course designed to assist the suburban adult in solving his crabgrass problem once and for all. Includes instruction in how to mix cement, how to spread it over your lawn, and how to paint it green.
FRI. 6:00-9:00 STUDENTS' FRONT LAWNS

E-3 graduate and family survey successful application of course.

E-4 Keeping Up With The Joneses
Fee: Every ¢ you make!
This course has been discontinued, as adults who registered for it previously appeared to be well-versed in all aspects of this problem. However, many students suggested that a supplementary course be established, called: "How To Find Out Who Them Joneses *Really* Are, So We Can Kill 'Em!"

SELF-IMPROVEMENT

The following courses are designed for the adult who desires to improve himself physically, socially and economically to the point where he can finally quit coming here and go back to just enjoying life.

F-1 Free-Lance Baby Sitting **Fee: $1.00 per hour**
A weekly seminar in the theoretical approach to efficient baby sitting, for those older adults contemplating a career in this lucrative field. A screaming infant will be passed among the students at each session, and experimental techniques to quiet it down will be tried.
MON. 7:00-12:00 (or until it falls asleep) ROOM 301

F-2 Elementary Swimming **Fee: $15.00**
Recommended to newcomers in the area who have discovered that our high water table causes flooded cellars, making do-it-yourself workshops, ping-pong tables and other basement furnishings difficult to enjoy unless they are adept at this sport.
MON. 8:00-11:00 SCHOOL BASEMENT

Students learn to enjoy home facilities despite area's drawbacks.

F-3 Getting That Seat On The Bus **Fee: $9.80 (includes 7 transfers)**
A course designed to teach adults various successful seat-snatching techniques. Men learn: How to appear like you're getting nauseous; How to look like you're ready to start a fight; How to give the impression you're drunk and may become abusive, etc. Women learn: How to appear pregnant; How to look like you're an old lady ready to faint; How to give the impression you could be picked up, etc.
THURS. 8:00-11:00
DIFFERENT CROSSTOWN BUSSES

F-4 Keeping That Seat On The Bus **Fee: $2.00**
A supplementary course to No. F-3—*Getting That Seat On The Bus,* but restricted to men only. Teaches what to do and say when pregnant women, old ladies ready to faint, possible pick-ups, etc. stand over you.
THURS. 11:00-2:00 A.M.
SAME CROSSTOWN BUSSES

Male student successfully uses techniques taught in course F-4.

**DO I WORRY—Alfred E. Neuman

GENERAL INFORMATION

REGISTRATION

Registration in the Adult Education Division of Potrzebie High School is open to any bona fide resident of the community who is over 21 years of age, who has the desire to learn, the capacity to absorb, and mainly, the money to pay.

FEES

All fees for tuition are payable in advance by cash, check or money order. Sorry, no charge accounts. And we do not accept green stamps!

WITHDRAWALS AND REFUNDS

Just try and get 'em.

VETERANS

Veterans who present their discharge papers at the Bursar's Office will be laughed at, because this school was flatly rejected by the V.A.

LIBRARY

The library is conveniently located on the main floor in deference to adults who cannot walk stairs. Unfortunately, all the books are on the fifth floor.

AWARDS AND SCHOLARSHIPS

The Alfred E. Neuman Award of $100.00, established in honor of America's Most Beloved Neurotic, will be presented at the end of the semester to the student who cuts the most classes.

FACULTY

AMHOLZ, CLYDE F., M.D. Took medicine at Harvard; took physics at Yale, still didn't feel well, so went abroad to study. Chief Doctor in charge of TV commercials at John Hopkins 1955-6, Third from the left of the four out of five Doctors recommending cold tablets, 1957-8.

BLECH, ABNER T., Author, Lecturer, Critic, Poet, I-Cash-Clothes-Man; Born in Maine, went to school in Arizona. Never graduated because all that traveling back and forth allowed him no time to attend classes.

FLEMM, CLARENCE V., Ph.D., D.D.T. Graduated Princeton in '38. Studied abroad for 7 years, but she didn't teach him anything, so came here, where he don't teach you anything.

KITZEL, SHIRLEY M., B.A., MA. C.L.O.D. Mastered calculus at age 3; spoke 7 languages at age 4; wrote 3 successful novels at age 5; forgot everything at age 6, joined our faculty at age 7. Now age 82.

(Continued when we get more people)

BERG'S-EYE VIEW DEPT.

In this era of housing shortages and soaring building costs, houses and apartment dwellings are often limited in size and living space. However, typical Yankee ingenuity has cleverly solved this problem with the . . .

HIDE-A-BED

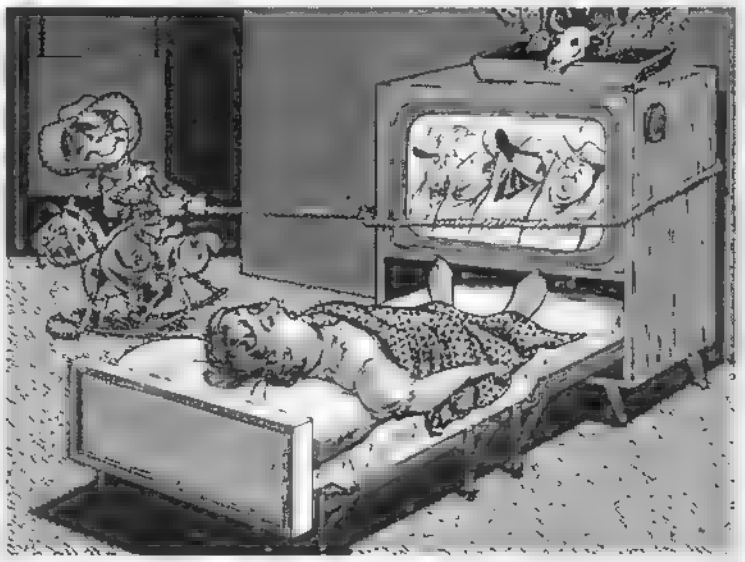
A "Hide-A-Bed" is a device which permits a piece of furniture to be used for one purpose by day . . . but which can be easily pulled out by any powerful six-year-old child into a comfortable bed by night.

THUS FAR, ONLY SOFAS, CHAIRS AND HASSOCKS HAVE BEEN USED AS HIDE-A-BEDS.

THE HOME BAR "HIDE-A-BED"

If you've had too much, it makes it easy to sleep it off.

THE TELEVISION SET "HIDE-A-BED"



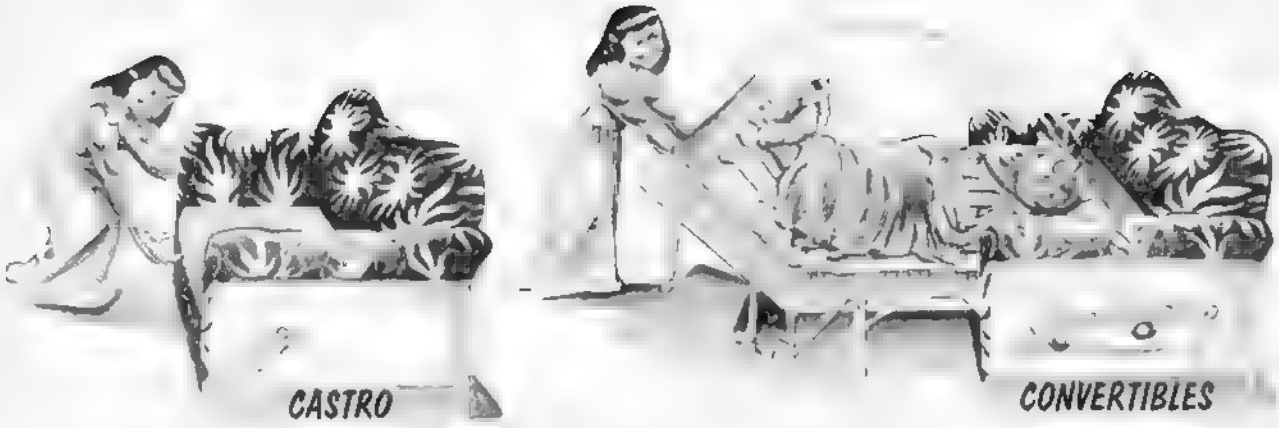
Perfect for people who fall asleep watching late movies

THE BATHTUB "HIDE-A-BED"

You can take a morning shower while you're still in bed

THE BACKYARD KENNEL "HIDE-A-BED"

A home away from home for hubbys who've gone to the dogs.

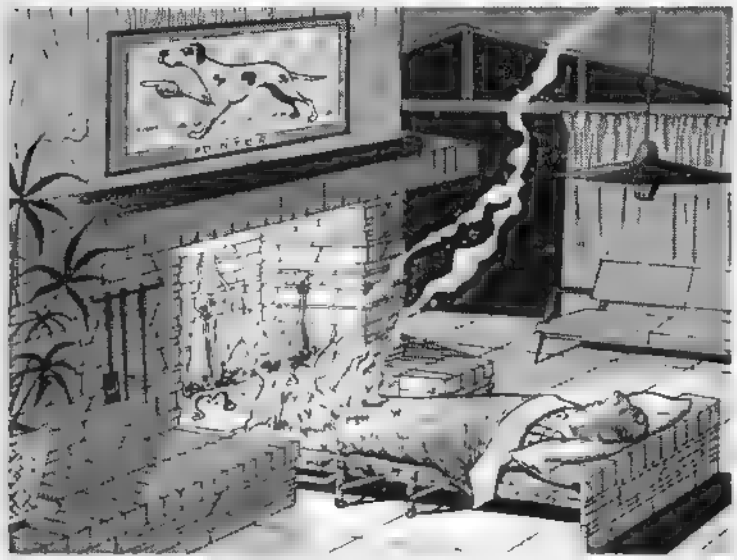


STORY AND ART—DAVID BERG

**"BOO-HOO—Jack Paar

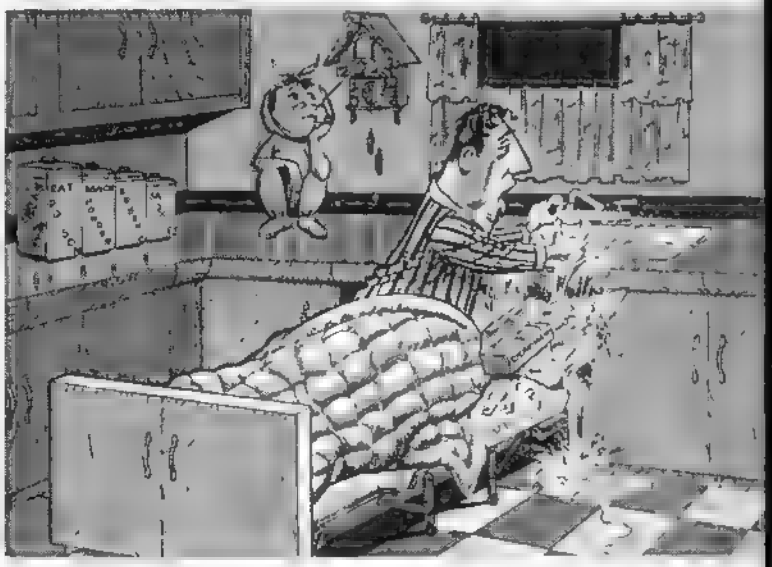
MAD BELIEVES THAT OTHER HOME FURNISHINGS OFFER VAST NEW POSSIBILITIES

THE FIREPLACE "HIDE-A-BED"



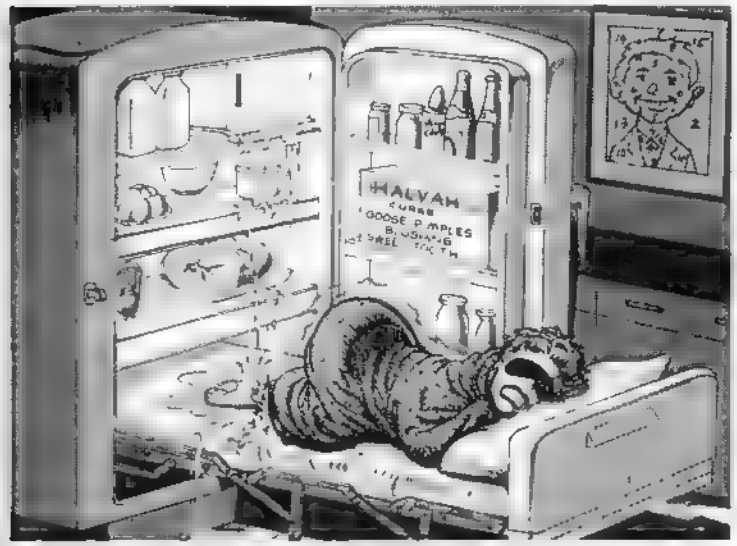
Particularly advantageous for people who have cold feet.

THE KITCHEN SINK "HIDE-A-BED"



You won't have far to go for a drink of water at night.

THE REFRIGERATOR "HIDE-A-BED"



With built-in night light for convenient midnight snacks.

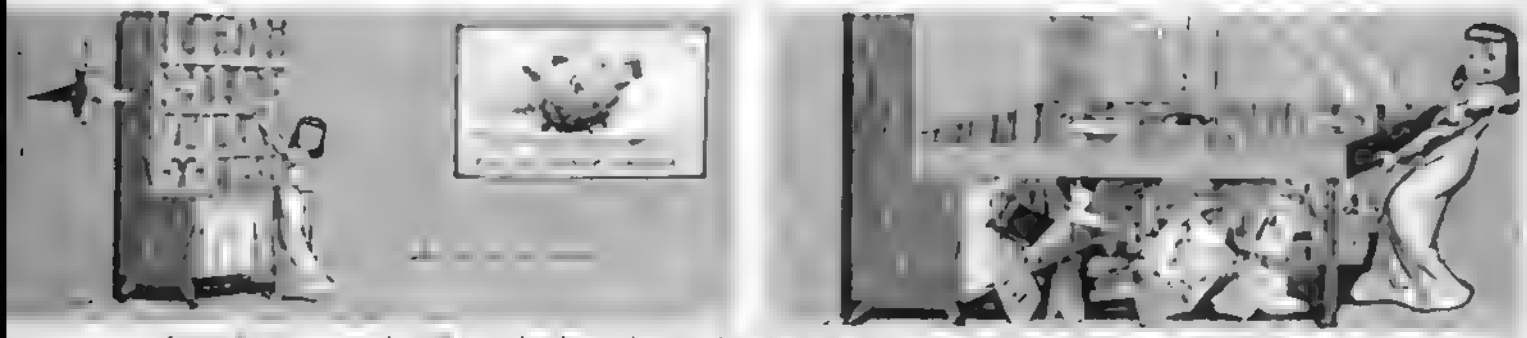
THE KITCHEN STOVE "HIDE-A-BED"

A boon to those who like to have their breakfast in bed.

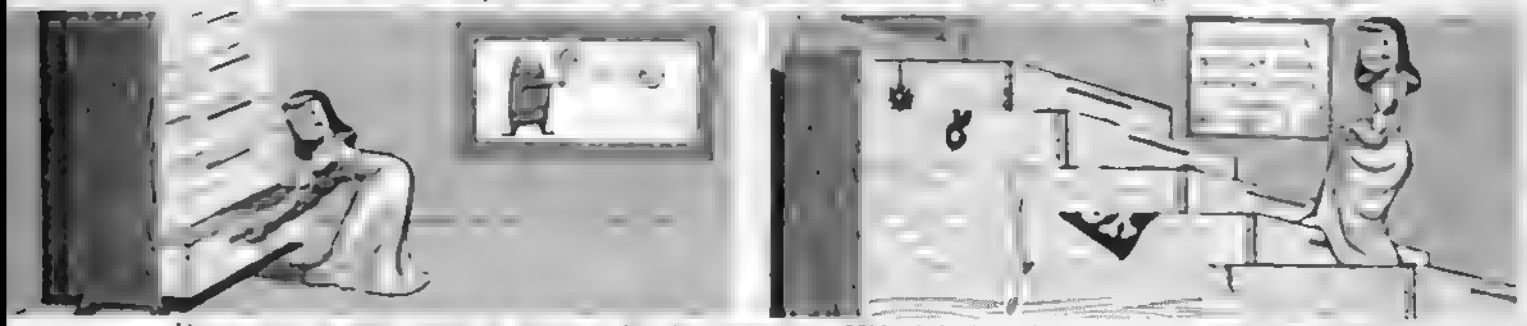
BEDS AREN'T THE ONLY USEFUL ARTICLES OF FURNITURE THAT CAN BE

OTHER KINDS OF

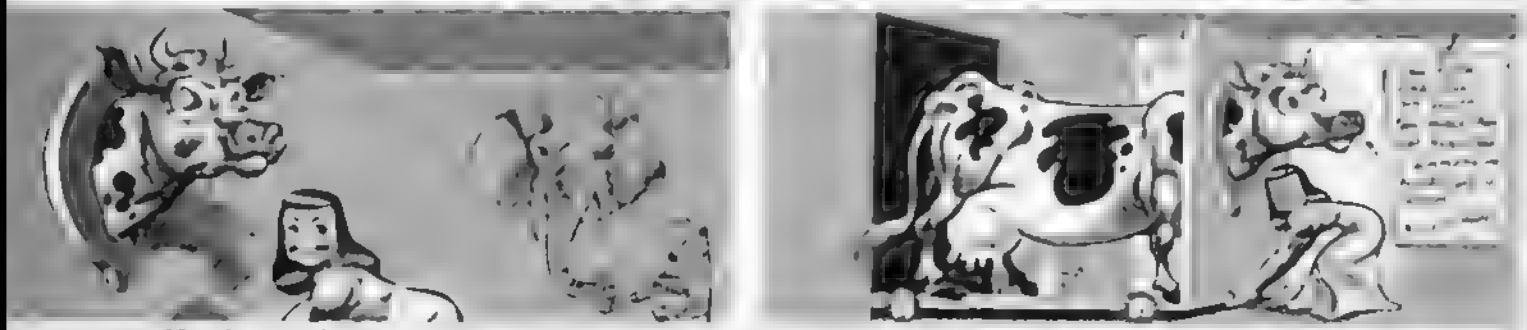
HERE WE SEE A TYPICAL OVER-CLUTTERED ROOM WITH VERY LITTLE EXTRA LIVING SPACE



Cover-a-convenient wall type bookcase by day becomes much needed "Hide-A-Dining Table" by night.



Decorative upright chest of drawers by day becomes "Hide-A-Staircase" entrance to attic by night.



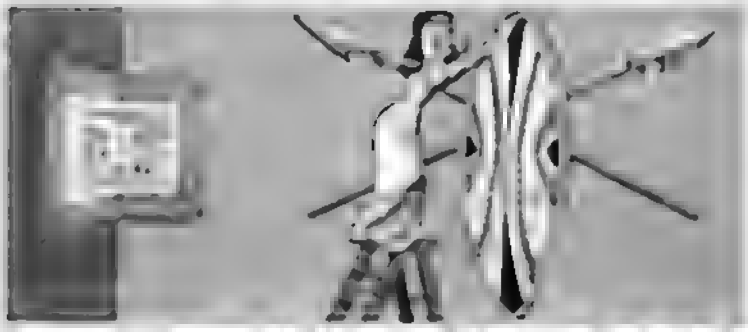
34 Hunting trophy conversation piece by night becomes economical "Hide-A-Fresh Milk Supply" by day.

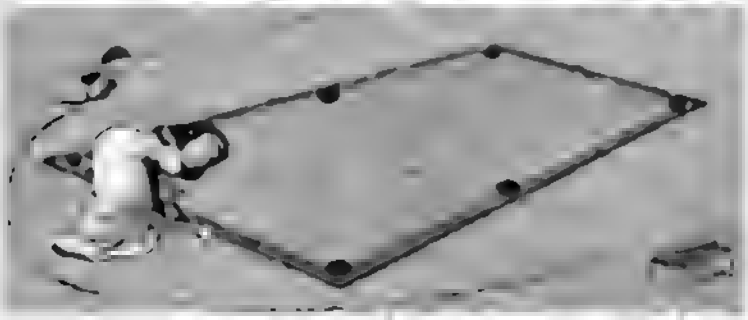
**SHE DIDN'T SAY YES—Peter Townsend

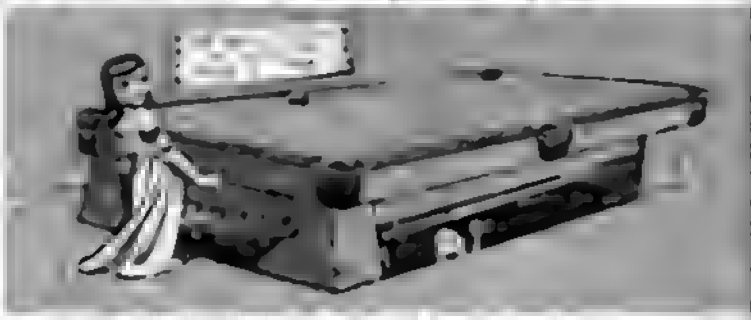
HIDDEN. MAD CARRIES PRINCIPLE STILL FURTHER, AND DESIGNS . . .

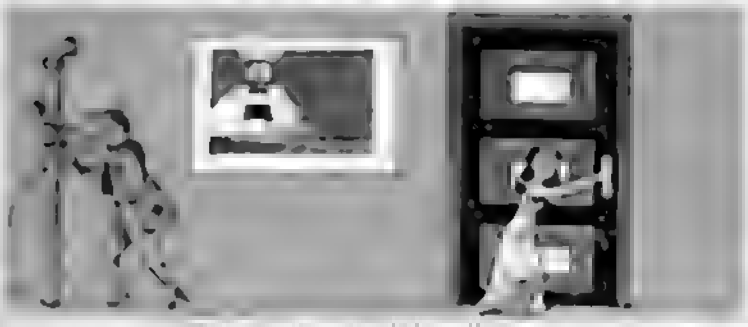
"HIDE-A-THINGS"

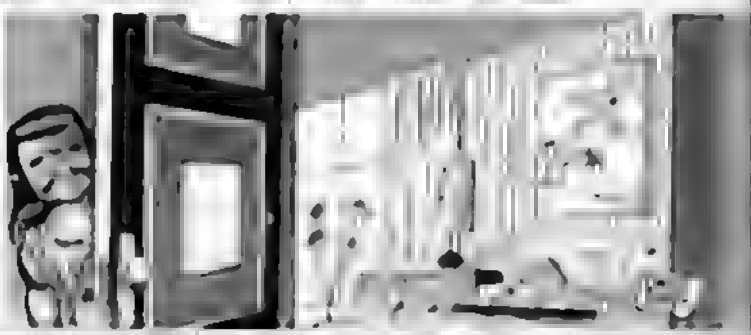
YET HERE IS THE IDENTICAL ROOM WITH SAME AMOUNT OF ITEMS AS "HIDE-A-THINGS"











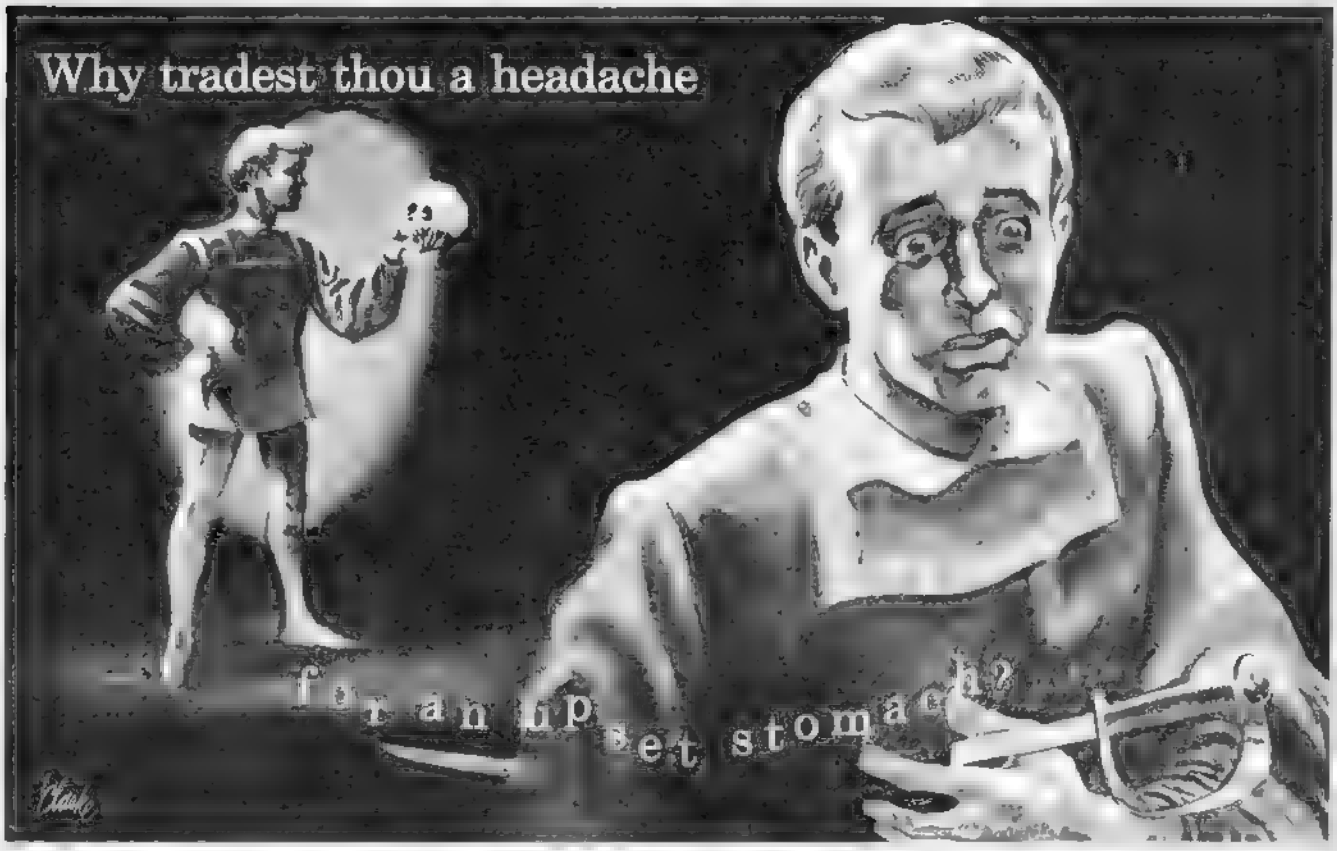
**MARRIED I CAN ALWAYS GET—George De Witt

We understand there's a big commotion going on in England these days—which brings us to this article. (And we're not talking about the commotion going on in England over MAD. That's another article!) We're talking about the commotion over the way writers, and particularly American adver-

MADISON AVENUE TURNS to

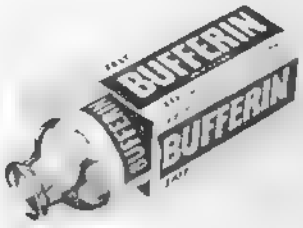
ART-BOB CLARKE

Here's an ad based on the works of **William Shakespeare**



When thou takest Bufferin, pain exeunts at-the-nonce

To take B, or not to take B,
That is the question.
Whether 'tis nobler in the mind to suffer
The stings and sorrows of outrageous cold misery,
And then, like a fool, to take aspirin against a sea of neuralgia,
And by opposing, not end it, but perhaps thyself.
To die, to sleep no more from aspirin's *acetylsalicylic acid,*
Or if thou art fortunate, at the very best to feel queasy and sick,
And with this aspirin, accelerate the muscular aches,
The nerve-jangling, and the thousand natural shocks
That flesh is heir to
Or to take Bufferin.
'Tis a consummation devoutly to be wished.
For with its anti-acid Di-Alminate*
*(*Bristol-Myers' brand of aluminum glycinate and magnesium carbonate)*
Not to die—but to sleep.
To sleep blissfully—perchance to dream,
And not have to trade in thy headache for an upset stomach,
And therefore not have to undergo unnecessary abdominal massage.
Aye, with Bufferin, there's no rub!



"When empty, this bottle may be filled with poison for application to kings' ears."

tising agencies, are parodying and altering revered Gilbert and Sullivan operettas for personal profit. Well, we've got news for our British cousins. When American advertising agencies latch onto something, they never let go! As a matter of fact, things can only get worse. Especially when...

HISTORY AND LITERATURE

STORY—LARRY SIEGEL

This ad copy makes use of a poem by **Edgar Allan Poe**

Hair Color so natural only her hairdresser knows for sure!

It was many and many a year ago,
In a kingdom by the sea
That a maiden with hair color natural lived
By the name of MISS CLAIROL LEE;
And I lived in those days with no other thought
Than: Does she or doesn't she?

I was a child and she was a child,
In this kingdom by the sea,
And all of the children were dyeing their hair—
But what of MISS CLAIROL LEE?
And I wondered as she stroked my purple-green locks:
Does she or doesn't she?

But then one day a hairdresser came
To our kingdom by the sea;
And he marveled at the beautiful silky strands
Of my own, my MISS CLAIROL LEE.
And I said to him, "Please, Mr. Hairdresser, Sir—
Does she or doesn't she?"

Then he was gone and she was gone
From our kingdom by the sea.
And one day I heard that the angels above
Had taken my MISS CLAIROL LEE.
And now, only God and that hairdresser knows—
Did she or didn't she?

Here's an advertisement which parodies **Carl Sandburg**

TOOTHPASTE MAKER FOR THE WORLD

DECAY FIGHTER, CREATOR OF THE INVISIBLE PROTECTIVE SHIELD

Brushing...Cleaning...Sweetening...

I AM COLGATE

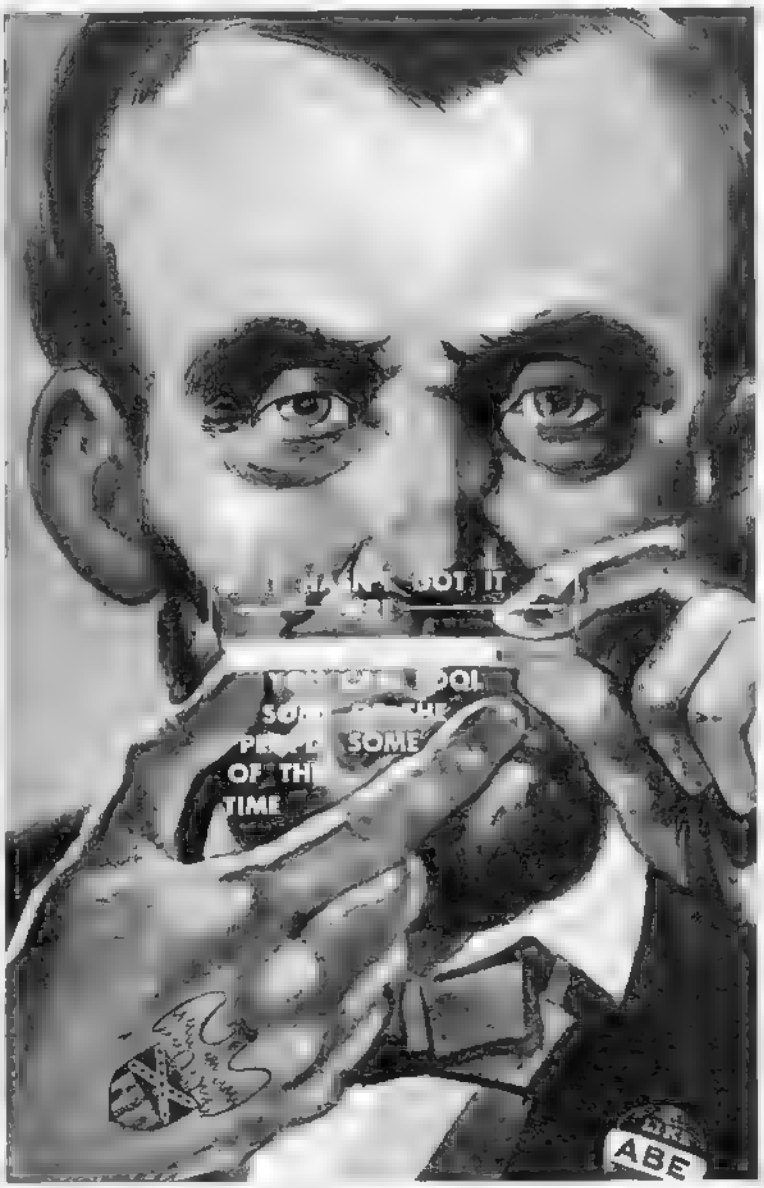
CONQUEROR OF THE NATION'S BAD BREATH!

They tell me you have mouth odor and I believe them; for I have seen your painted women laugh at you through their gas masks.
They tell me you have tooth decay, and I answer: "Yes, I have seen you visit your dentist 244 times a year."
And having answered, I say: "Lift up your head to the sun and flourish the blackness of your dentures, and accept my
Strength,
Vigor,
Stamina,
GARDOL."
Rub, scrub, scour, scrape.
Abrade, massage, rasp, draw blood.
Through the haze, under the smoke, amid the blackness, a Gardol protective shield building.
To protect you from bad breath? Perhaps! And tooth decay? I think so!
But more important, to protect you from baseballs, and golfballs, and footballs, and horseshoes, and other TV accouterments.
I AM COLGATE.
Proud to be Toothpaste Maker for the World, Decay Fighter, Creator of the Invisible Protective Shield, Conqueror of the Nation's Bad Breath, Toothpaste of the Big Stock Dividend.

This advertisement slightly alters **Abraham Lincoln**

With malice toward none With Filter-Blend for all

Four score and seven years ago, our company brought forth on this continent a new cigarette, conceived in choice tobaccos, and dedicated to the proposition that not all brands are created equal. Now we are engaged in a great advertising war, testing whether our wishy-washy competitors with "Thinking Man's Filters" and "Live Modern Flavor" can long endure. We are met on a great battlefield of that war, this advertising space having cost us $45,000. We have come to dedicate a portion of our cigarette, that part which lies before our pure white filter, as a final proof that *it's what's up front that counts.* It is altogether fitting and proper that we should do this, for we are getting paid good money. But in a larger sense, we must now dedicate, we must now consecrate, we must now extol this cigarette more forcefully than ever. Our brave competitors, living and dead, have been feeding you a pack of lies. The world will little note, nor long remember what they've been saying, for they have lousy advertising agencies. But, we here highly resolve that this nation, under Winston, shall have a new birth of smokers, and that FILTER-BLEND of the cigarette, by the cigarette, and for the cigarette, shall not perish from our taste . . . *like a cigarette shouldn't!*



Winston tastes good

like you can't fool all of the people all of the time!

This is the time of year when thousands of loyal fans stream into hundreds of stadiums all over the country on Saturday afternoons. There, amid pennants and cheers, they scream, yell, and generally behave like idiots for close to three

GRANDSTAND

ART—GEORGE WOODBRIDGE

GRANDSTAND FOOTBALL PLAYER POSITIONS

THE ENDS

THE ENDS are first to arrive at the game. It's their job to protect the line until their teammates arrive by preventing opposition players from grabbing any of the seats in that line

THE TACKLES

THE TACKLES do just what their name implies. As the game progresses, they lunge out and tackle passing hot dog vendors, souvenir hawkers, and unescorted blondes

THE GUARDS

THE GUARDS have the important job of guarding the seat of the Center, who somehow always manages to be the last player to arrive, making everybody else in the line stand.

THE CENTER

THE CENTER always arrives late because he has been sent out to buy the liquor. He's called the Center because all the action centers around him, as he controls the bottle

THE QUARTERBACK

THE QUARTERBACK takes the bottle directly from the Center, and ends up on his back by the end of a quarter

THE HALFBACKS

THE HALFBACKS do a little better They take the bottle when it's passed, and end up on their backs by the half

THE FULLBACK

THE FULLBACK is a 60 minute man He usually manages to play out the full game before landing flat on his back

hours. Unfortunately, most of these people watch the field! We say "unfortunately" because they miss the best action . . . namely the action going on around them in the stands. Here, then, is an article explaining how you can enjoy the game of

FOOTBALL

STORY—FRANK JACOBS

GLOSSARY OF GRANDSTAND FOOTBALL TERMS

CLIPPING

What fan gets from a ticket scalper outside the stadium.

QUARTERBACK SNEAK

When sneaky hot dog vendor short changes you two-bits.

ILLEGAL RECEIVER

The frank you just ate was meant for guy next to you.

INCHES TO GO

One more stiff drink, and you've killed that bottle.

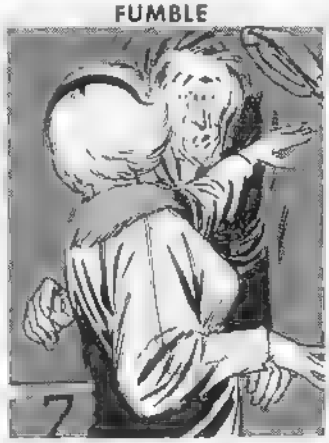
BACKFIELD IN MOTION

Noticed when a well-shaped cheerleader walks by stands.

FORWARD PASS

Trying to make out with the blonde in the row in front

FUMBLE



Term which describes result of a clumsy "forward pass."

LINE-BACKER

A friend eggs you on when the blonde downs your pass.

HOLDING

Blonde shares blanket with you after completed pass.

HUDDLE

Term which describes result of a completed forward pass.

PASS INTERFERENCE

Guy sitting next to blonde turns out to be her husband.

FOOTBALL

Whatever those 22 clods on the playing field are doing.

**HAS ANYONE HERE SEEN KELLY—Prince Ranier

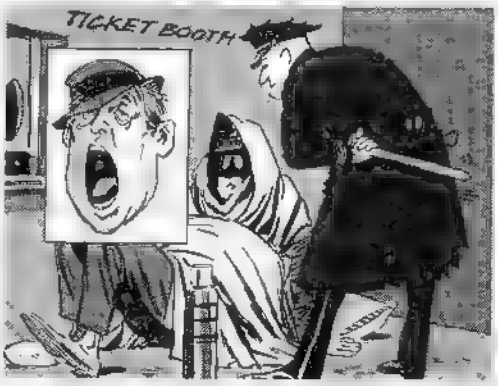
ALL-TIME GRANDSTAND FOOTBALL GREATS

A GALLERY OF GRANDSTAND FOOTBALL HEROES WHO HAVE DISTINGUISHED THEMSELVES DURING PAST FALL CLASSICS BY THEIR COURAGE, STAMINA, AND ALCOHOLIC CONTENT

MONROE FERNFEATHER
Army '39

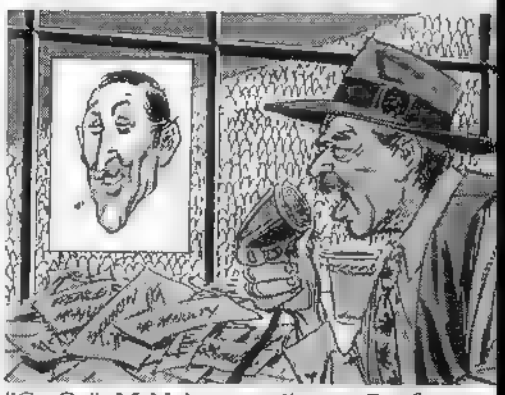
During Army-Navy game in 1938, Cadet Fernfeather became first Army man to sit through both halfs in Navy cheering section. Was given full Military Funeral, and graduated posthumously.

DELBERT (BIFF) SMEED
Nebraska '51



On night preceding Kansas-Nebraska game, Smeed slept outside Nebraska stadium, waiting for ticker booth to open, only to discover next morning that game was being played at Kansas.

SPENCER (GO-GO) McNULTY
UCLA '46



"Go-Go" McNulty set all-time Pacific Coast Conference record during the UCLA-Southern California game back in 1944 by having himself paged 47 times over the public address system.

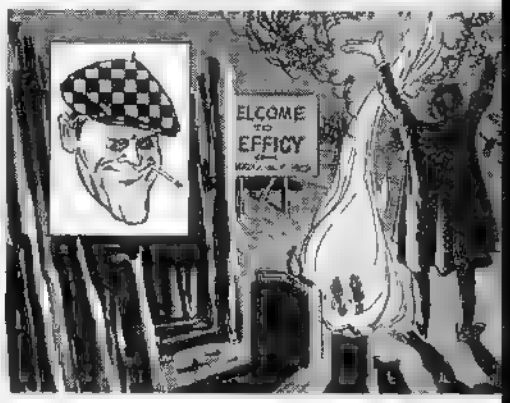
BEAUREGARD FINSTER
Tulane '45

Finster set Southeastern Conference record during Georgia Tech—Tulane game in 1944 by stomping down on 74 consecutive empty Coca-Cola cups, producing a loud "POP" every time.

ARDSLEY WAXWING
SMU '53

Waxwing won his laurels during the Texas Christian—Southern Methodist game in 1952 when he tore down the TCU goalposts singlehanded, before learning the game was only half over.

BARNEY (RAH-RAH) WINDLASS
Iowa '55



Windlass became a Grandstand Great when he was barred from all scheduled Iowa games during 1953 for burning the Iowa coach in Effigy, which is a small town just outside Iowa City.

KYLE ESTERHAZY
Penn State '13

Esterhazy sat in the same seat in the same row in the same section of the stadium for 211 consecutive Penn State home games without once being sober enough to see what was going on.

BARCLAY BRISK
Notre Dame '24

Barclay Brisk, the most honored of Grandstand Football Greats, earned his reputation by attending nearly 100 Notre Dame games without once ever yelling, "We want a touchdown!"

JASPER C. VAN FLICK
Harvard '47

Van Flick was banned from attending Ivy League football contests after it was discovered that he'd actually raised his voice during a cheer at the 1946 Harvard—Princeton classic.

POMP-ADORE DEPT.

We've got a confession to make! Confession being: MAD is not the funniest magazine on the newsstands today! There are magazines that are much funnier! Mainly, those serious magazines for "Teenagers"! You'll see what we mean if you study this typical example called . . .

ART—JOE ORLANDO STORY—LARRY SIEGEL

**WHO CARES WHAT PEOPLE SAY—Salvador Dali

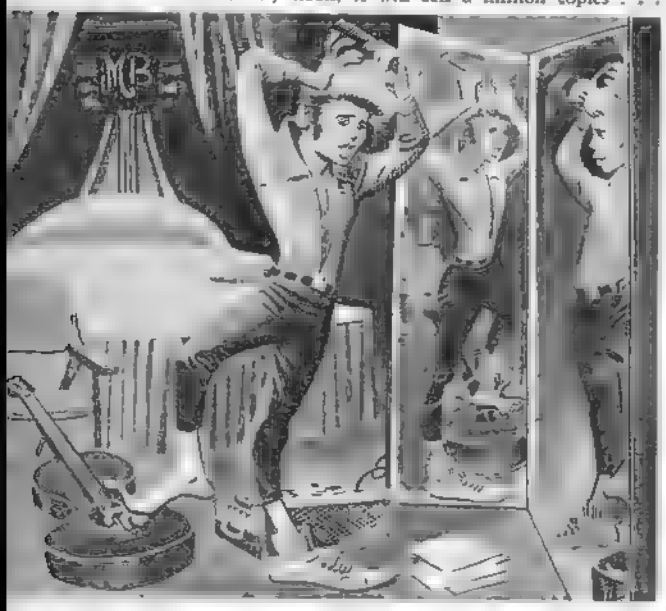
TEENAGE MAGAZINE PRESENTS:

Teenager of the Month

15-YEAR-OLD MURRAY BLECH

Once again, TEENAGE Magazine's Ace Photographer, Ninny Sklar, takes you on a pictorial journey through a typical day in the life of a typical teenager. Our typical teenager this month is fifteen-year-old Murray Blech . . .

UP AT 7:00 A.M., Murray combs his hair until 9:15. Then he combs his sideburns until 11:00. At 11:01, he'll sit down with his guitar and compose his daily Rock 'n Roll song. At 11:08, Murray will record the song on his home recorder. At 11:14, his own record company, *Compost Discs,* will press it, and release it. By noon, it will sell a million copies . . .



AT 12:15, Murray is out in the backyard, puttering around his real gone custom car until 3:30. You'd never believe it, but that car Murray is standing next to was once a 1960 Cadillac. All the ingenious Murray did was nose it, deck it, lower it 12 inches, and throw away the engine, the brakes, the transmission and the chassis. Then he hitched a pony on the front to pull it. You'd never believe it, but that pony was once a horse. All the ingenious Murray did was nose him, deck him, lower him 12 inches, and throw away some skin, bones and hair. Any of you guys and gals can do the same thing!

AT 4:00 O'CLOCK Murray is at the Bandstand Show (natch), dancing with a real cool chick. He loves the other kids at the show because they're loads of fun, and not the least bit self-conscious about being on TV. Murray hasn't missed one afternoon dancing on The Bandstand Show in two-and-a-half years . . . an amazing record, considering the Show is in Philadelphia . . and Murray lives out in Oregon.

AT 8:00 P.M. Murray and his chick (his steady, natch) attend a triple horror show at the Drive-In. They aren't horrified at any of the feature films. They're horrified at the musical short, in which a Rock 'n Roll singer has accidentally hit a clinker . . . and pronounced a real understandable English word! After taking his chick home, Murray will return to his own house at 2:00 AM! He will comb his hair and sideburns until 4:00 AM and then retire.

And so ends a busy day in the life of TEENAGE Magazine's "Teenager of the Month," Murray Blech. Of course, tomorrow being Saturday, and no school, he'll be able to relax . . .

PENMATES

*I'd love to hear from boys 16-19. I'm 15, and have brown hair and blue eyes. I love dancing, Elvis, Ricky, Dick, Sal, Pat, Tommy, Fabian, James Dean, hot rods, short shorts, pop records, stock cars and my mother, in that order.

Phoebe Newt
142 S. Green
Stronghead, Montana

*I'm a cool w dow of 14. My late husband and I used to dance on the bandstand show. He was killed while we were fighting nine other couples for a good camera position. I'd sure like to meet another cute guy of 15. But not for another week. After all, how would it look?

Yetta Blintzner
185 Carter St.
Littleliver Pill, North Dakota

*Hi, everybody! I just arrived, and I'm lonesome! I'm 18. I love hot rods. My favorite relaxation is playing "chicken" at 110 MPH. Am anxious to hear from Jimmy Dean and the rest of the wild bunch who made it here before me.

Monty Monroe
Block 4, Row D.
Forest Lawn Cemetery
Los Angeles, Cal fornia

*I'm 16, 5' 8", 162 lbs., and I have brown wavy hair, green eyes, a sparkling smile, dimples, broad shoulders, a slim waist, and well-muscled arms and legs. Actually, I don't want to meet anybody. I just love to describe myself!

Myron Gorzz
No address given

*Hi, there. I'd like to meet a nice, settled, serious-minded teen-age girl. I have a great sense of humor, and I'm loads of fun at large dinners and funerals.

G. Jessel
Hollywood, California

*I'm a lonely fellow who is quite short. Although I'm 17, I'm only 4' 3" tall. I'd like to meet a nice short chick. Or if not, maybe 53 other guys my height to help me set a new telephone booth-stuffing record.

Steve Vance
88 Skincondition Street
Noxema, Vermont

**LIPSTICK ON YOUR COLLAR—Helena Rubinstein

Dear Seymour

If you have a question you'd like answered, address a letter to Dear Seymour, c/o TEENAGE, Ira's Candy Store, Palo Alto, Calif. *All correspondence will be treated with utmost discretion, but we ask that you include your name and address, your phone number and your picture. All letters become the property of* TEENAGE. *All teenagers become the property of Seymour if he likes your looks.*

Dear Seymour:

I'm sick and tired of immature teenage boys. I'd like to go out with an older fellow. I was thinking of calling Carl Sandburg for a date next Saturday, and also asking him if he has a friend for my friend. What do you think?

Birdie,
Chicago, Ill.

**I think you're quite immature, and have a lot to learn about dating, and life in general! Your idea is childish and completely ridiculous! After all, why drag a friend along on a first date?*

Dear Seymour:

I am 13 years old, and have only recently learned about kissing. I must admit that I am a bit confused. For example, is kissing my mother "different" from kissing a date?

Irving
Brooklyn, N. Y.

**I'm afraid I can't answer that for you, Irving. I've never kissed your mother!*

Dear Seymour:

My wife is a nice average teenage girl, and we have two average teenage children, the older of which is jealous of the younger. Anyway, last month my car was stolen, and ever since it happened, my wife has refused to date me. She insists that no average teenage girl dates a fellow without a car. This is maddening. Please advise.

Bernie
Absalom, N. C.

**Stop worrying. Show your older child as much love as you show your younger, and he won't be jealous anymore!*

Dear Seymour:

I am 17, very pretty, and come from a good family. Recently I met a fellow who is 19, very handsome, has a car, a good job, and also comes from a good family. We are engaged to be married, and are very happy. What I'd like to know is: how can I have problems like other teenagers?

Muriel
Montclair, N. J.

**Join clubs, develop new interests, meet new people, and above all . . . be yourself!*

Dear Seymour:

Do you think it's all right for a 15-year old teenage girl to go away for a month with a married man to a cabin in Maine, and go out with him to bars every night?

Goldie
St. Louis, Mo.

**Yes, providing you're back in the cabin no later than 10:00 P.M. on school nights.*

Dear Seymour:

I have a terrible teenage problem, and if someone doesn't solve it for me, I'll go out of my mind. Here I am, going on 14, and I still haven't written or recorded a single Rock 'n Roll hit song. Is there something terribly wrong with me?

Marvin
Sarasota, Fla.

**Yes!*

Dear Seymour:

How come you never answer questions with funny jokes, like "Abby" and "Ann" do?

Klaus,
White Sands, N. M.

**How's this? The best way to drive a baby buggy is tickle his feet!*

Dear Seymour:

You call that a funny joke?

Klaus,
White Sands, N. M.

**Why don't you ask funny questions like "Abby" and "Ann's" readers do?*

DISKVILLE

LATEST RECORD NEWS

by

Sheldon "Groovy" Abisch

♭ ♭ *There's no short cut to fame in pop music!* Take that exciting new vocal group, **THE BARNYARDERS.** These four swinging young plumbers' apprentices from Decatur, Illinois, were singing together for nearly two and a half weeks before they made it!

♯ ♯ *Have you dug the zentaysh new platter,* "The Belly-Roll Rock-a-Billy Boogie Cha Cha Boogie Billy-a-Rock Roll Belly"? Lyrics for this great new tune, in case you don't know, were written by **BING CROSBY'S** new teenage son, **HARRY!** He's 15! Months, that is . . . and a real comer!

♭ ♭ *It looks like that great Rock 'n Roll Singer,* **FABIAN,** will join **KING ELVIS, PAT, RICKY,** and **SAL** as a movie star. A talent scout from **20th,** heard **FABE's** new smash-eroo waxing of "Rockin' at the Taj Mahal", and signed him immediately for a juicy role in the new flick based on the life of **DR. JONAS SALK.** Handsome **FABE** will play a swinging teenage heart specialist. Good luck, **FABE!**

♯ ♯ *Betcha can't guess what R 'n R great* **FRANKIE AVALON** is planning to do with the royalties from his fabulous new disc, "My Teenage Lips Are Chapped From Kissing an Ice Cold Chick"! **FRANKIE's** going to buy the British Isles. Smart move, **FRANKIE!**

♭ ♭ *There's no stopping* **RICKY NELSON** these days. The Dee Jays tell me he now has 43 platters in "The Top Ten"! Good work, **RICK!**

♯ ♯ **RUMORSVILLE:** No matter what you may hear, there is *no truth* to the rumor that **FABIAN** and **LEONARD BERNSTEIN** are feuding! We've also checked the rumor that **THE FLEETWOODS, THE BONNEVILLES, THE IMPALAS, THE CADILLACS, THE CORVETTES,** and **THE ELDORADOS** Vocal Groups are backed by General Motors, and it's *definsely not true!* They're backed by Chrysler!

♭ ♭ **PLATTERS TO WATCH** (but not to listen to): "Tired Teenage Feet in Dirty Teenage Sneakers" by **THE SNORERS** on the Swill Label; "The Edward G. Robinson Rock" by **JACK LARUE** on the Flybynight Label; "That Teenage Grandma of Mine" by **NICKY KHRUSHCHEV** on the Red Label; The "Gazzadzt Gdflg Ooh-Ah Mnf Cha Cha Cha" by **THE SPEECH MAJORS** on the Iodine-bottle Label.

♯ ♯ **NEWCOMERS:** Watch for an exciting new song writer named Cole Porter! One of his tunes made the Number 98 spot all over the country this week, despite the fact that it is not R 'n R. And they tell me Cole isn't even a teenager. Which proves that there's truly opportunity for all here in the good ol' rockin' U.S.A.!

**BODY AND SOUL—Vic Tanny & Norman Vincent Peale

How Much Do You Know About KISSING?

by Sonia Schlepp
TEENAGE Magazine's Kissing Editor

How much do you teenage teenagers know about kissing? Sonia Schlepp, our Kissing Editor, has devised this special quiz so you can find out. Simply answer the following statements True *or* False. *The correct answer with an explanation follows each statement.*

(1) IT IS BEST TO KISS A GIRL WITH YOUR EYES CLOSED.

False. It is best to kiss a girl with your lips!

(2) YOU CAN LEARN A LOT ABOUT KISSING FROM A GOOD HYGIENE BOOK.

True. But it's not much fun kissing a Hygiene book!

(3) KISSING IN A PARKED CAR CAN GIVE A GIRL A BAD REPUTATION.

True. Unless she's with a boy!

(4) IF YOU TRY TO KISS A GIRL THE FIRST TIME YOU GO OUT WITH HER, SHE WILL LOSE RESPECT FOR YOU, AND SHE WON'T GO OUT WITH YOU AGAIN.

True. Perhaps the following example will illustrate. Several months ago there was a fire in my house. As I dashed into the hall, a fireman appeared, picked me up, and said, "C'mon, Miss, I'll take you out!" We dashed out into the street seconds before the building collapsed. He was so happy we were safe, he tried to kiss me. Since it was the first time he'd taken me out, I naturally turned him down. What's more, I lost respect for him. And he later regretted his action, too. Because every fire after that, I went out with another fireman!

(5) A KISS ON THE HAND MAY BE QUITE CONTINENTAL.

True. But diamonds are a girl's best friend!

(6) THINKING ABOUT KISSING TOO MUCH CAN BE HARMFUL.

True. Let me cite the case of a teen-ager who spent a whole day thinking about kissing. The same evening, he died as a result of severe electrical damage to his brain. He would not have died that evening if he had not thought about kissing all day, and if the Governor's reprieve had arrived at the Death House in time!

(7) TOO MUCH THINKING ABOUT HUGGING CAN BE HARMFUL.

I haven't the slightest idea! I'm TEENAGE Magazine's Kissing Editor!

NEW

TEENAGE MAGAZINE'S FREE ALL-IN-ONE FAN CLUB

Hey, guys and gals! Tired of joining a hundred different clumsy and involved FAN CLUBS? How about joining **one** single different clumsy and involved FAN CLUB? We're talking about TEENAGE Magazine's NEW **FREE** ALL-IN-ONE FAN CLUB! It's absolutely **FREE,** and it's one of the few really legitimate fan club organizations not run by a fly-by-night company. All you have to do to join is send your name and address to: TEENAGE Magazine's New **FREE** All-In-One Fan Club, c/o Ira's Candy Store, Palo Alto, Calif. Remember, this ALL-IN-ONE FAN CLUB is absolutely **FREE!**

UPON JOINING EVERY MEMBER RECEIVES ABSOLUTELY FREE:

1. A beautiful All-In-One Fan Club Membership Card.

2. 8 Beautiful full-size photos of Elvis, Ricky, Sal, Tab, Fabian, etc.

3. 8 wallet-size photos of Elvis, Ricky, Sal, Tab, Fabian, etc.

4. 8 photo-size shots of the wallets of Elvis, Ricky, Sal, Tab, Fabian, etc.

5. A beautiful candid photo of Elvis, Ricky, Sal, Tab, Fabian, and all the other R 'n R stars in a scene from their new all-in-one movie, "A Hundred Men in Search of a Voice."

6. A gorgeous composite wallet-size blow-up photo of all the members of the families of Elvis, Ricky, Sal, Tab, Fabian, etc., as children.

REGISTRATION FEE (during a solar eclipse, if it should occur on Leap Year Day, and Grand Central Station is empty between the hours of 7:00 AM and Noon)... 25¢
ALL OTHER TIMES $175

BONUS: A Beautiful 8 x 10 Glossy Photo of Secretary of Agriculture Ezra Taft Benson as a teenager!

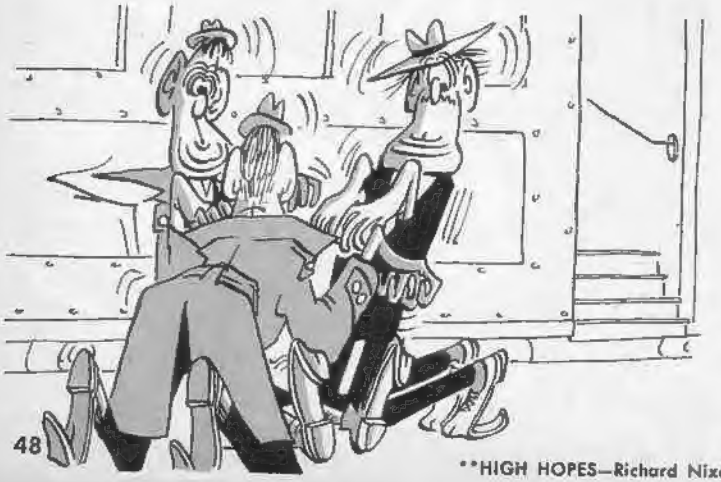
EXTRA BONUS: A beautiful 8 x 10 Glossy Photograph of Bing Crosby's new son, Harry . . . as an adult!

SENSATIONAL EXTRA BONUS: Every reader who joins this fan club, and sends all the money required to: TEENAGE Magazine's New **FREE** All-In-One Fan Club, c/o Ira's Candy Store, Palo Alto, Calif., will receive a beautiful 8 x 10 Glossy Photo of Ira's Candy Store being blown up to make room for the new Freeway, and the editors of this magazine scurrying off to a Brazil-bound plane with sacks of money.

**SOMEBODY LOVES ME, I WONDER WHO—Rafael Trujillo

For his parting shot, Don Martin tells us about his experience while disembarking from a train, only to run into some G-Men looking for...

THE ESCAPED CONVICT

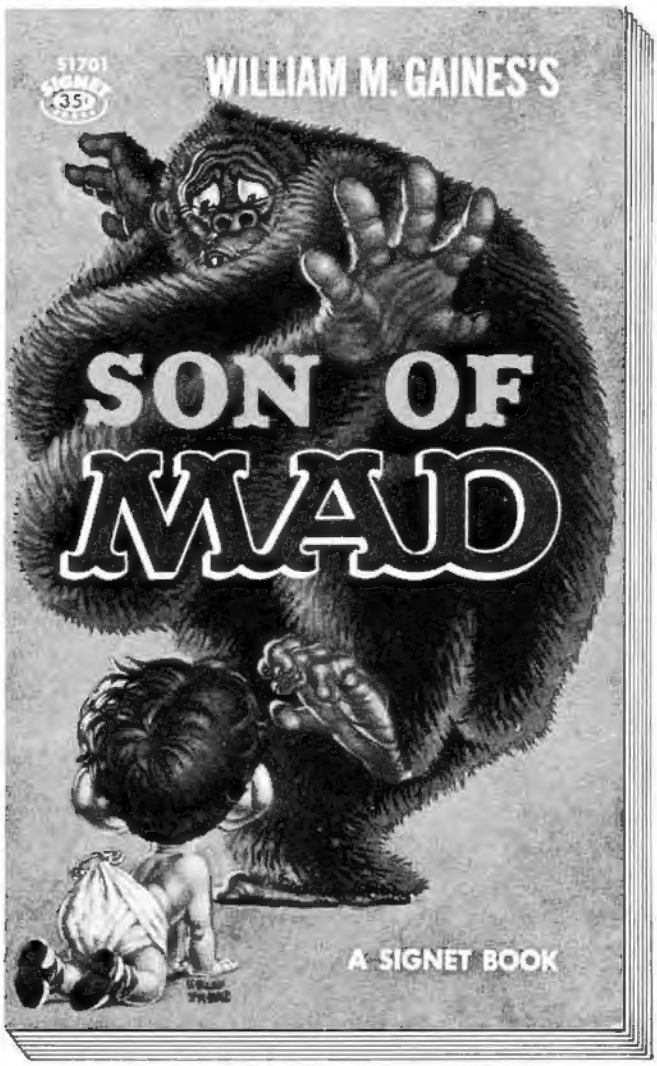


**HIGH HOPES—Richard Nixon

ANNOUNCING...

The Birth of a New Brainchild

AND IF YOU HAVE ANY BRAINS, YOU'LL AVOID IT!



THE LATEST MAD POCKET-SIZE BOOK

SON OF MAD

IS A BUNDLE OF JOY!

Yes, this seventh collection of humor, parody, satire and unintelligent gibberish, which joins "The MAD Reader", "MAD Strikes Back", "Inside MAD", "Utterly MAD", "The Brothers MAD", and "The Bedside MAD" in our insidious campaign to split your sides and rot your mind, is indeed a veritable "Bundle of Joy"! Mainly, if enough clods buy "Son of MAD", we get the joy of making a bundle! So be sure to adopt him while he's still wet behind his covers!

ON SALE SOON AT YOUR FAVORITE NEWSSTAND

OR YOURS BY MAIL FOR 40c

The complete collection... ALL SEVEN... for $2.25

use coupon or duplicate

MAD
POCKET DEPARTMENT
225 Lafayette Street
New York 12, New York

☐ I enclose **40c** for **SON OF MAD**

☐ I enclose **$2.25** for **THE COMPLETE COLLECTION**

NAME _____

ADDRESS _____

CITY _____ ZONE _____

STATE _____

Memories . . . painted for all De Beers he could drink by Frank Kelly Freas

Memories . . . forever gleaming

In fleeting moments sweetly shared, the world is filled with joy for lovers, their way is bright with dreams. It is a magic time, and they may recall it always in the enchanting lights of her wedding diamond . . . sparkling behind the window pane of the pawn shop where they were forced to hock it when things got bad. That's one thing you can do when it seems like. . .

FACTS ABOUT DIAMONDS: When choosing a diamond it is wise to seek the counsel of a trusted jeweler, if you can find one. He will explain how color, clarity and cutting are important, but it's the size that's impressive. In other words, you can get a much bigger diamond for your money if it's got a little flaw or two. After all, who's gonna know? Mainly, who goes around with a jeweler's eyepiece, anyway?

1 carat $500 to $3000
2 carats $3000 to $5000
3 carats $5000 to $9000
4 carats $200 to $210

The prices quoted above are based on buying the three smaller stones from a reputable jeweler, and buying the larger "hot" rock from a disreputable fence. If you got half a brain, you can figure which is the better deal!

. . . PAYING FOR A DIAMOND IS FOREVER